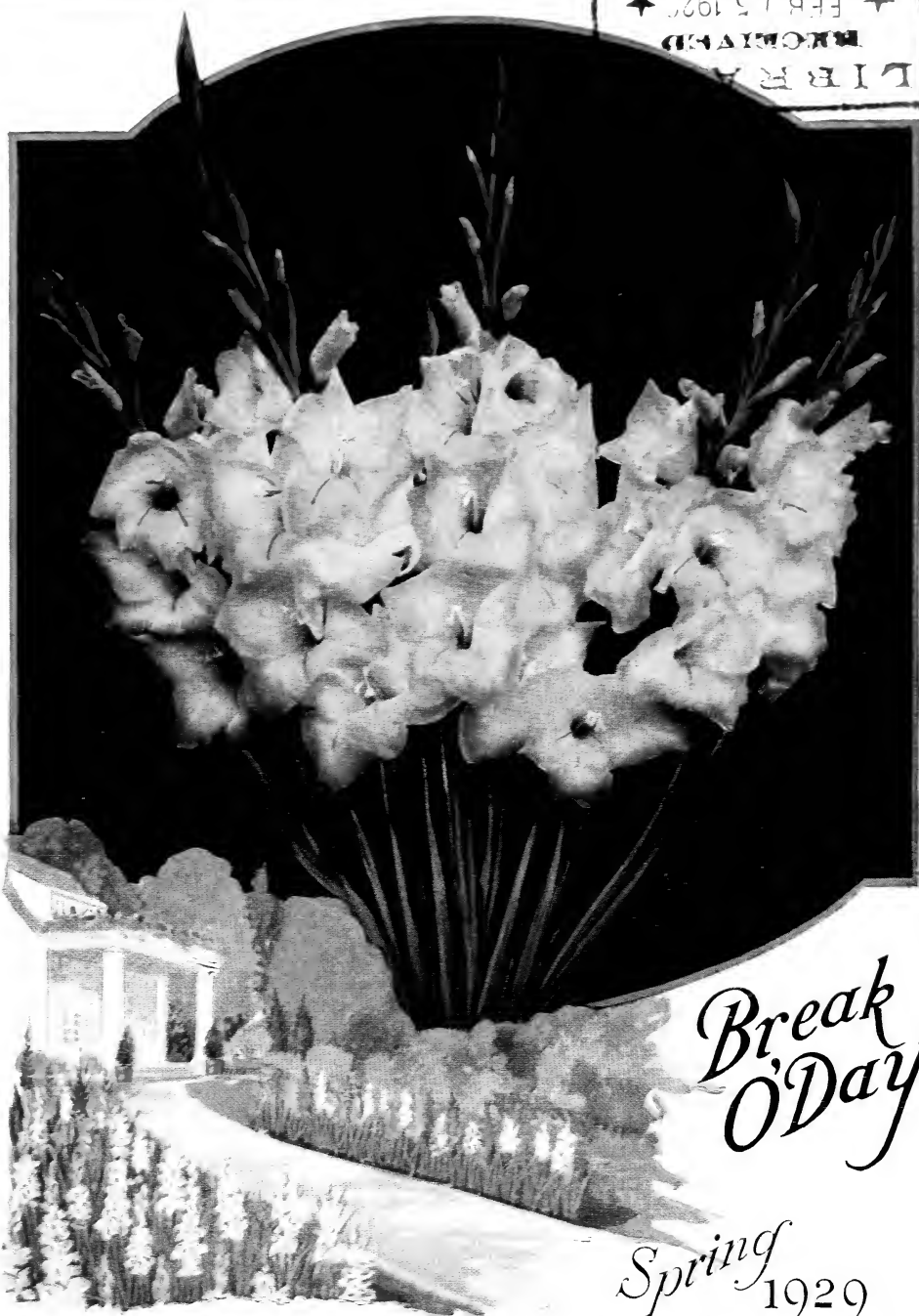


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



BILL'S GLAD FARMS Inc.

Growers of GLADIOLUS

—•• IRIS and PEONIES ••—

Canandaigua, N. Y.

GLADIOLUS BILL'S BULBS BLOOM BEST GLADIOLUS

Trade Mark

Our Trade Mark is Your Protection

HOW TO ORDER BY MAIL

Please use the enclosed Order Sheet. Write your name and complete address plainly.

ORDER EARLY

Orders are booked in rotation as received. If a variety ordered is sold out we will substitute another variety of equal or higher value, or return the amount to you. Please indicate by "yes" or "no" on order sheet in proper space, whether we may make substitution. Our stock of some varieties is limited, and the first orders will get them.

TERMS

Remittance must accompany all orders, as prices are based on cash with order. All bulbs ordered from this catalog sent prepaid to all points in United States and Canada. No charge for packing. Transportation extra to foreign countries.

CANADIAN CUSTOMERS

All Canadian customers must apply to "Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, Ontario," for a permit to import bulbs.

TRADE DISCOUNTS

Special lists will be sent to commercial growers, florists and nurserymen when application is made on printed stationery or business card enclosed.

GUARANTEE

We guarantee all stock to be true to name and to be vigorous, flowering size. We cannot guarantee results, as the condition under which they are planted is a matter beyond our control. However, full cultural directions will be included with every shipment.

TIME OF SHIPMENT

We begin to make shipments about March 1st, or as soon after as weather permits.

OUR LOCATION

Our location is just east of Canandaigua, on the main highway from Buffalo, through Canandaigua to Geneva, Auburn, Syracuse and New York City. Thousands of tourists stop to view our plantings.

The Latch String hangs clear out into the middle of the road, and it will be our pleasure to make your acquaintance and show you what is now growing in an old Indian Garden.

BANK REFERENCE

If you should care to do so, we invite you to refer to: The Canandaigua National Bank, or Ontario County Trust Co., both of Canandaigua, N. Y.

WM. H. PURPLE, President

FRED R. PURPLE, Treasurer

Make All Checks and Money Orders Payable to

BILL'S GLAD FARMS, Inc.

GLADIOLUS BILL, Manager

Canandaigua, New York



HANDSOME GIFT BOXES

Special \$1.00 Offer

18 Wonderful Gladiolus

Not Labeled :: Our Selection :: No Two Alike

SELECTED FROM BILL'S PRIZE WINNERS—GUARANTEED QUALITY

Complete Descriptive and Illustrated Gladiolus Catalog for 1929

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If your order reaches us before the date stamped on enclosed order sheet
we will send you

FREE BULBS

One Extra Bulb of LUCETTE with every \$1.00 worth

or

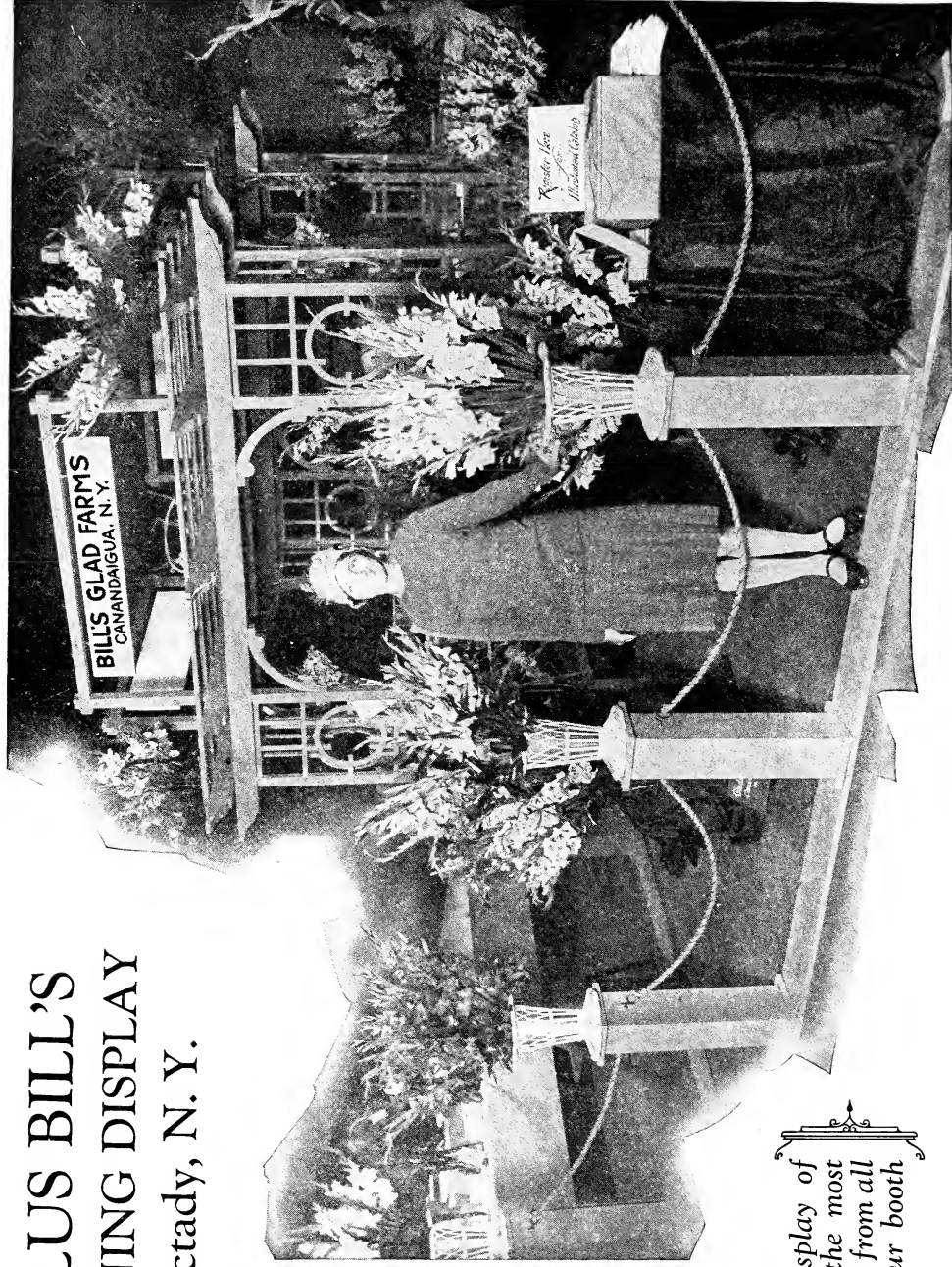
One Extra Bulb of OPALESCENT with every \$2.00 worth

The date on the order sheet allows sufficient time if you act promptly

DO IT NOW !

GLADIOLUS BILL'S PRIZE WINNING DISPLAY at Schenectady, N. Y.

Winner
of the
A. G. S.
1928
Gold
Medal



*This exceptional display of
Gladiolus received the most
gratifying comments from all
those who visited our booth*

GREETINGS 1929

HERE we are again with the new 1929 Descriptive Book, fresh from the printer, like Barnum's, "Bigger and Better than ever."

How do you like the addition of color pages? Hope to have still more in color next year.

Regarding pages 20 and 21, I want to tell you, before you come back at me, that the pictures are not exact reproductions of the varieties indicated. They do, however, give approximately correct colors. Our engravers did a fine job on Break O' Day for the front cover page.

Don't ask me about the girl with our exhibit picture of Schenectady Show. Honest, I don't know who she is. The photographer brought her into the picture while I was elsewhere. Anyhow, I'll say he is a good picker.

No use trying to tell you our bulbs are better than last year. That is an old "gag" that is about worn out, but anyhow, they are just as good. And—that means a heap, brother, for we only had two or three kicks on the whole works last year, which we made good. If you have a "chip on your shoulder" about something that was not right, just wrap it up in a two-cent stamp and see what we will do about it.

Have taken the trouble to sort of classify in this catalog, so you can fit your pocketbook without going through the whole thing. Varieties of about same price range are grouped together. See table of contents, page 3, to locate them. If looking for a particular variety, see index, page 35, to locate it quickly.

The descriptions of "BILL'S ORIGINATIONS" are as accurate as I am able to make them. In most cases the colors are described to conform to Ridgeway's Standard Color Chart. I want to be honest with you and tell you that I have never yet seen a Glad that I thought was perfect in every way. Chas. Gersdorff has become the recognized authority on the scoring of Glads, but he has never scored one 100%. He has rated many of "BILL'S ORIGINATIONS" about 90%, and he considers an 80% Glad in the Superlative Class.

I have told you the good points of each variety, but have made no effort to tell you of the defects. If the defects are sufficient to make one undesirable, we simply do not list it at all.

A place is provided on our order sheet for you to answer "no" if you do not want us to make substitutions. We do not substitute as long as we have what you order, but after a variety is exhausted we put in a similar one of equal or greater value unless you say "no." The substitute will be correctly labeled.

You will find a number of combination offers in this catalog. You will note each offer makes you a saving in price. Please don't ask us to make changes in these offers. It makes extra work in entering and packing your order.

You will note with index a scale of discounts you can use in making your own collections. Please don't apply the discounts to the Combination Offers, as we have already done so in making them up.

You will get an acknowledgment of January, February and March orders promptly, but in April and May we may be too rushed to do so. Shipping will begin as early in March as the weather permits.

Will you please give us the names of your friends who have gardens? We do not buy lists of names, but if you will put them on back of order sheet provided for that purpose it will be a pleasure to slip something extra in with your order, just to show our appreciation.

I want to thank our many customers who order from us each year. Must be satisfied or you would not order as many times. But, "I got a long arm," and pat myself on the back, with a feeling that our generous filling of orders with first-class bulbs surely merits the increased patronage we have every year.

Yours most cordially,

Gladiolus Bill

New Introductions for 1929

The sixteen new BILL'S ORIGINATIONS in this list are a selection from the thousands growing in our test seedling section. The prices indicated are governed by two factors. First, the quality of the variety and second, by the amount of stock available. The higher priced ones are those of exceptional merit, of which we have a very few bulbs.

Combination Offers

No. 1	One Each of the 16 New Varieties, for.....	\$90.00
No. 2	Same as Above, Without Gladdie Girl, for.....	\$45.00

Listed on Pages 6 and 7.

CHAS CURTIS—Name registered with the A. G. S.

Sea-shell pink, with back of petals veined venetian pink. Lower petals maise-yellow, with small carmine feather. Large violet anthers. Strong, vigorous spikes, 16 or more buds, 6 open at a time, good sized flowers, correctly spaced and faced on the stem. The maise-yellow throat is striking and rich. We shall not sell Cormels or small bulbs for two years, except at the same price as large bulbs. The field is yours for the sale of Cormels for two years. Each, \$10.00; 3 for \$25.00.

CHINOLINE—Dye manufacturers know this color as Chinoline Yellow. Ridgeway's Chart calls it Naphthalene Yellow, shading to straw yellow at center. The flowers are 4½ inches across, and the tip flowers are practically the same size as the first ones. We frequently have 8 to 10 perfect flowers at a time, wide open, spaced perfectly. Sounds like a world beater, doesn't it? It has one fault. The stem is weak and you must tie it up to have perfect spikes, but with this little attention it is a wonderful yellow. Wish you could see some of the baskets we made with the stems that bend over. Each, \$2.00; 3 for \$5.00.

CORALEE—Same style as Vanity, but grows straight. Light LaFrance pink, with center delicately shaded to Naphthalene yellow. Back of petals veined. A new worthwhile among the Prims. Each, 50c; 3 for \$1.25; doz., \$5.00.

FIRST LADY—An early Primulinus Grandiflorus, in which the colors are unusually clear and glistening. The color is geranium-pink, with a dainty maise-yellow throat carrying small lines of carmine. Good, vigorous growth, with straight, slender stems. Flowers 4 inches across, wide open, and 4 to 5 open

at a time. In addition to its size and clear colors, it is an excellent keeper. In very hot, wilting weather it stood up the best of any in our fields. All size bulbs are the same price, and no Cormels for sale for two years. Each, \$10.00; 3 for \$25.00.

GIBRALTAR—Same style and type of flower as 1910 Rose. Color much darker. Ridgeway's Chart shows it to be Rhodamine Purple. Broad central line of white on petals. Good length flower head, with 6 to 9 open at once. Each, 50c; 3 for \$1.25.

GLACIER—Extremely tall, vigorous, pure white. Opens 4 to 6 flowers at a time placed in a single row. Each, 25c; 3 for 65c; doz., \$2.50.

GLADDIE GIRL—We have been searching our test planting several years to find a Glad we thought worthy of this name. After selecting several different ones and later discarding them, we bought the entire stock of another grower's production to name it Gladdie Girl. This in turn was discarded as not good enough. Now we have it from our own productions. You see, the trouble was caused by a definite decision that it must be better than Gladdie Boy. It sure is. The style is somewhat similar to Gladdie Boy, but it is taller and much more attractive. Flowers are good size, ruffled, and petals are arranged in both standard and reverse arrangement. The two lower inside petals are rich plush, wax yellow. Other petals are flushed with bittersweet pink, changing to grenadine pink at the tips. Good long bud spikes and six perfect flowers open at one time. No cormels or small bulbs for sale for three years. All bulbs one inch and over at one price. Not more than ten will be sold this year. Each, \$50.00.

GLAMOUR—Bright rose red. Extra early, tall, straight and strong. Large flowers, 5 or 6 open at a time. Petals nearly equal in size, recurved at edges, wide open, and correctly spaced. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

KALEIDOSCOPE—Wonderful rich combination of scarlet, edged and shaded rose. Very ruffled, 16 to 18 buds, 6 open, facing and spacing correct. The name Kaleidoscope refers to the rapid change and blend of colors in the flower. Each, \$1.00; 3 for \$2.50.

KATINKA—A dainty white, very ruffled, with a heavy, distinct plume of Phlox purple. The combination is very striking. Each, 50c; 3 for \$1.25; doz., \$5.00.

LA PETITE—An orchid type of flower, medium size and very dainty. Two lower petals pinard yellow. Other petals white, flushed with mallow pink and deeper at the tips. Extra fine for dainty vase and basket decoration. Each, 50c; 3 for \$1.25; doz., \$5.00.



PINK PREMIER

Mrs. Herbert Hoover

Registered with the American Gladiolus Society. The beauty of this variety together with the name selected for it will create a big demand. Those who buy this season will be able to make some money on it. Those who buy now will have the field to themselves for the sale of cormels next season. Up to this time no bulb has left our hands. The flower is a blotched one, similar to Pendleton, but in the lilac shades instead of pink. Shape of flower similar to LeMarechal Foch, but a good keeper. Here is our field note description based on Ridgeway's Color Chart. "Pale vinaceous lilac, flushed Persian lilac. Heavy blotch of Rhodamine purple. Facing and spacing correct, massive head, always erect, thick petals, slightly reflexed. Heavy broad foliage, medium height, straight, stiff stem, 14 buds, 6 open. 4½ inch flowers." Only a limited number will be sold. All orders booked in rotation. No cormels for sale this year or next. Better get in early. We offer them at one price only. \$20.00 each for any size you specify.

SNOW DREAM—Whitest white. Lavender stamens. Very straight, slender stem, with 5 to 6 open at once. Flowers well placed on the stem and petals rolled at edges. Extremely dainty. Each, 50c; 3 for \$1.25; doz., \$5.00.

SONNY BOY—Very light cameo pink, large, open flowers, sometimes lightly flecked with geranium pink. Several open at a time. Petal surfaces have a distinct silky texture. Each, \$1.50; 3 for \$4.00.

SUPERIOR—Extremely large, bright red, with pointed petals. Strong grower, broad foliage and medium early. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

PINK PREMIER—Light cameo pink. Pure, even color, with velvety surface. The picture on this page shows the style of flower and spike. No cormels or small stock for sale. All bulbs one inch and over at one price. Each, \$5.00; 3 for \$12.50.

CLASSIFICATION OF GLADS

The American Gladiolus Society has recognized and classified three distinct types of Gladiolus.

The *Grandiflorus* or exhibition type, with large flowers, sturdy growth, and many flowers open at a time facing one direction.

The *Primulinus* type, with hooded flowers, of medium size, spaced well apart on graceful, wiry stems.

The (P. G.) *Primulinus Grandiflorus* type, combining the size and dignity of the *Grandiflorus*, with the grace and beauty of the *Primulinus*. This is the type destined to become most popular with those who know Glads.

The Society also recognizes certain varieties of these three types which make them best adapted for commercial cut flower purposes, as well as those with characteristics making them most valuable for landscape decoration.

In our descriptions you will find frequent reference to these types and our recommendation for the uses to which they are best adapted.

HOW TO PRONOUNCE GLADIOLUS

At the annual convention of the American Gladiolus Society, in 1925, a resolution was adopted putting the society on record as approving the pronunciation Glad-i-o-lus. The accent on the third syllable with o, as in note. The resolution also provided for the adoption of *Gladiolus* for both the plural and singular forms. The action taken has received the approval of nearly all fans, except the few who do not know the "war is over."

Recent Rare Introductions



CLEOPATRA

CLEOPATRA (Ruffled)—Very deep yellow. Large, massive spikes. Heavy substance. Created a sensation at the Rochester Exposition. Rated 98% as an exhibition variety by Gersdorff. Late flowering. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

CREATORE—The world famous musician and band leader, Giuseppe Creatore, chose this one as his ideal among Glads. With his permission we have named it CREATORE. With ordinary field cultivation the first flowers frequently measure 7 inches across. Robust, imposing and wonderfully thick, substantial petals make it an extraordinary acquisition. Produces tall, strong spikes, with 16 to 18 buds about mid-season. It is a clear self color, rose doree, with a throat line of carmine red. One of the sensations at the A. G. S. Trial Grounds. Stock is very limited. Each, \$2.00; 3 for \$5.00.

Nothing in this list for less than \$1.00. The cream of new Bill's Originations for the last three years. Every one is high-class and as yet available in limited quantities.

The 14 varieties in this list, total value \$32.00.

Listed on Pages 8, 9 and 10

Combination Offer No. 3

One Each of the 14 Varieties, **\$27.00**
for.....

Combination Offer No. 4

One Each of 10 Varieties Below, Without Spider, White Orchid, Oh! Boy **\$10.00**
and Fort Sumter, for.....

CROWN OF GOLD—Pure straw yellow, tall, large flowers placed in a single row. Frequently 10 to 12 flowers open at once. One spike on exhibition at the A. G. S. Show in Rochester, 1925, made a hit with those who know Glads. Only flowering bulbs, 1 inch and up, for sale this season. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

EASTER LILY—Large lily type flowers, pure white, with faint blush of phlox pink. Good spacing and facing of flowers, 16 to 20 buds, 6 or more open. A new white one we are proud to offer. Each, \$2.00; 3 for \$5.00.

FLEETWOOD—A soft, melting light geranium pink, with 5 to 8 flowers open at once. Almost pure self color, on nice, straight spike. Arrangement and size ideal for commercial use. Extra good keeper after cutting. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

FORT SUMTER—Another red of exceptional merit. A pure self scarlet red. Very large, wide open, massive flowers, with petals nearly equal in size. Spikes often have 6 to 8 of these huge blooms open at once. Extra fine and stock limited. Each, \$3.00; 3 for \$7.50.

GENEVA GEM—Very large, heavy flowers, scarlet red, veined cream. Greatly admired when exhibited at N. Y. State Fair, 1927. Strong grower, stands up well, several open and well placed. This proved to be one of the most magnificent in our entire planting the past summer. An entire row of them stood five feet to the tips, and not a crooked spike in the row. Florets measure 5 inches across and 5 to 6 open on third day. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

IDYLL—Very large, round flowers of brilliant geranium pink. Picric yellow throat, with feather of aster purple. Flowers open wide, well placed, heavy substance, slightly frilled. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

OH BOY!—When you see this variety you will fully realize the significance of the name. Your exclamation of delight will prolong the "Oh!" and follow with a sharp, explosive "Boy!" A brilliant red, self color, without markings. Flowers 7 inches or more across, and petals extremely thick. Sometimes with 4 or 5 of these mammoth flowers at a time it gives the impression that the limit has been reached. Even with this mass of flowers the stalk is strong enough to hold it erect. Flowers are wide open and the petals are broad, rather than narrow and pointed. Each, \$3.00; 3 for \$7.50.

SPIDER—New form and style. Long, narrow petals, which are a distinct novelty in form. Flowers spaced regular on tall, strong stem, with 6 or more open. Good size flowers that give an impression of massiveness in spite of extremely narrow petals. Color is cream. Each, \$10.00; 3 for \$25.00.

WHITE PREMIER—The finest of the new white varieties we are offering. Pure white without markings or flakings. Strong constitution, massive, heavy flower heads. We have not seen a pure white to equal this one. Gersdorff rates it 91.3% commercial value. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

SUMMER DREAM—Our records of the exact color have been mislaid, but it is one of those soft, glistening pink varieties which everyone admires. The illustration shows the form of the florets and the arrangement on the stem. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

"Must tell you about Allen V. Bunce. The first blossoms are five inches across, and the orange is flushed with a pink that gives it the color of a beautiful peach. I took it to Vancouver and Portland Glad Shows and won prizes in both shows with it."—Mrs. Miller, Washington.

"Last summer I bought a few glad-iolus bulbs from you and I want to tell you that I was delighted with them. Every bulb bloomed, some two spikes of flowers, and when I took them up this fall were in fine condition. A neighbor saw them in bloom and admired them very much, said she would like some, so I am ordering some for her Christmas gift."—Miss Mary B. Rutherford, Pa.

"I have bought Glads from many states and from several growers in one section, where they claim to grow the best stock. However, I want to say your bulbs are the cleanest and best looking stock I ever received from any grower."—Jas. Coates.

"I had great success with the Glads I received from you last spring, and you may expect another order in the spring of 1927. So mail me a copy of your 1927 catalog."—L. L. Arnold, Ohio.

"Lucette bloomed for all she was worth. She sure cuts loose when she starts. Sold most all spikes at wholesale at a time when the ash barrel was getting a big per cent of the cut. I think every one of those Lucette bulbets made about two bulbs. Friend wife favors Opalescent and I Theda because she is so early and Lucette because she blooms so strong and is so prolific."—Clifford L. Jessup, Indiana.

SUNBURST—In our display exhibition at Rochester, 1925, a basket of SUNBURST attracted an unusual amount of attention. It is one of those entrancing saffron and yellow combinations which one cannot pass without stopping to admire. Although of primulinus origin, the flowers are wide open, of good size and substance. The stems are wiry and gracefully curved, which adds to its effectiveness for vase and basket decoration. Each, \$1.00; 3 for \$2.50; doz., \$10.00.

THE-SON-OF-A-GUN

What can a fellow do when a customer gets all excited, his collar tore off, his necktie twisted and writes a sassy letter like this?

Cortland, N. Y.

Dear Bill:

Last spring I bought of you one bulb of Tommy Atkins. I really feel you ought to make it good to me. It only weighed 3 lb. when dug this fall, it was 5 feet tall, produced 4 spikes of flowers, 3 large bulbs and 104 bulbets.

Whatever you feel you can afford to do about it, I will feel satisfied, unless you ask for more money.

Yours truly,

A. B. C.

OUR REPLY

Dear Sir:

Your letter at hand and your comments noted regarding Tommy Atkins.

"Tommy" was an ornery cuss in not giving you as many large bulbs as he did flower spikes. Just to make good on his shortcomings I am sending you another bulb.

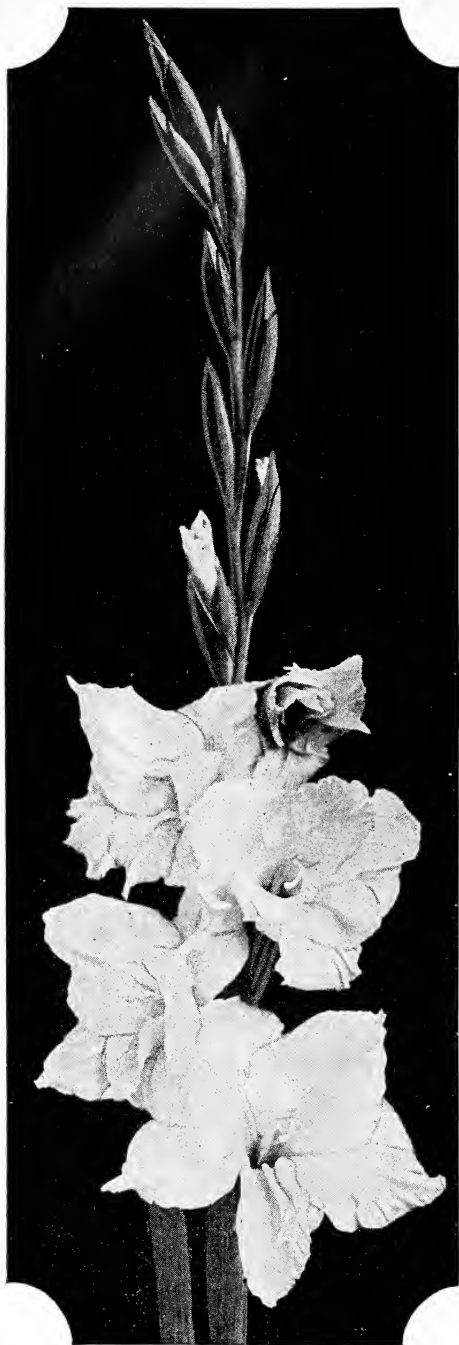
Yours,

BILL.

What would you do under the circumstances?



SUMMER DREAM



WHITE ORCHID

WHITE ORCHID—The picture will convey to you the extreme grace, beauty and style of this variety. The color is a pure cream white. The wing petals stand well open, measuring 4 to 5 inches across. The upper central petal gracefully curved forward. The three lower petals are somewhat smaller. All petals most beautifully frilled and of heavy substance which hold up well under adverse conditions. The type of the flower immediately gives the impression of an orchid by its extreme grace and poise. It is a strong grower and blooms rather early. Each, \$4.00; 3 for \$10.00.

GLAD FLOWERS AND FRIENDS

*In summer my yard is a Heaven on earth,—
My Glad dreams come true—and a fortune I'm worth,
Such magical, marvellous markings and hues
Of ecstatic velvet to make me enthuse!
Glad visitors come and I lead them around
While they "Oh!" and they "Ah!" with emotion profound.
That peach came from Kunderd; this beaut came from Bill;
That dream is from Diener; and so on until
My friends get the fever and go away "fans"
To have lovely visions and make lovely plans.
And I feel quite satisfied, I've done my work;
Glad is my mission and I shall not shirk.
Which do I prefer, more than the rest?
Whichever I'm looking at—that one is best.
Baron Hulot is a good one to know,
So is that recent one, Cameo,
Lovely Blue Isle makes the Glad gardener smile,
Sweet Betty Joy is in style all the while;
Hilda, Elaine and Evangeline, too,
Are all good Glad ladies for me and for you.
Gentlemen Glads whom I greatly adore
Are Robinhood, Red Jacket, Gay Matador.
I could not keep garden without Vanity,
Freckles and Break O' Day both enchant me.
I never will go without Allen V. Bunce
When I've had the pleasure of growing him once.
Parader is one that I always shall like,
So's Opalescent, with nice bloom and spike.
A bulb is a blessing throughout the whole year—
It always gives comfort, excitement and cheer,
So get you some bulbs and be evermore Glad,—
No jollier joy on this earth can be had.*

—Benjamin Keech.

PETAL ARRANGEMENT

You will find frequent reference in our descriptions to **STANDARD** and **REVERSE** arrangement.

This refers to the arrangement of the petals in each individual floret. The normal or standard arrangement is where the inside 3 petals consist of one petal above in the center and two usually smaller petals below each side of the vertical center line of the flower.

Reverse arrangement finds the three inner petals located as follows: one smaller petal at the bottom of floret on the center line and two upper petals either side of the vertical center line.

Take a look at your Glads this summer and note the difference between a floret with **STANDARD** arrangement and one with **REVERSE** arrangement.

Medium Price Bill's Originations

Below we have a list, ranging from 25c to 75c each. Many of the best from our 1926-27 and 28 introductions appear in this list.

ARISTOCRAT
BETTY JOY
BREAK O' DAY

CANANDAIGUA RED
GLADDIE BOY

SERRATA
TOMMY ATKINS

APPEAR IN THIS LIST

This List Covers 46 Varieties, with a Total Value of \$19.10.

Combination Offer No. 5

One Each of the 46 Varieties,
for.....

\$15.00

ALLEN V. BUNCE—Livid orange yellow, with clear central lines of deep claret. Large, well-expanded, winged flowers, gracefully placed on wiry stalks. This variety was the sensation of the exhibit at the Rochester Exposition in 1922. In a class with Orange Queen, but longer spikes, larger flowers and colors are clear. Each, 50c; 3 for \$1.25; doz., \$5.00.

ALMA MATER—So named because it embodies the colors of the originator's Alma Mater (The University of Tennessee.) Beautiful, large cream flowers, with strong orange chrome throat. An unusual orange and white combination. Vigorous grower, large flowers and several open at once. Each, 50c; 3 for \$1.25; doz., \$5.00.

ARABY—The open flowers are flushed Rosalane pink, with a very distinct, strong throat of Tyrian rose. The buds are clear Chatanay pink. A vase of these flowers, with buds one color and open flowers another color, forms an unusual and striking floral arrangement. The flowers are large, well placed and frilled. Strong grower and several open at once. A winner at the Toledo Show. Each, 50c; 3 for \$1.25; doz., \$5.00.

ARISTOCRAT—This is a true Aristocrat among the hundreds of new ones. Large, strong, massive spikes of most delicate coloring. A pale saffron pink flaked deep orange, with cream throat and a very distinct violet feather. Slightly ruffled and extra large. Several flowers open at a time. Chas. Gersdorff scored this under the revised A. G. S. system and gave it 95 per cent as an exhibition variety. Under his old system it scored several points higher. Each, 75c; 3 for \$2.00; doz., \$6.00.

BETTY JOY—Won honorable mention at Rochester A. G. S. Show as a commercial cut flower variety. Soft creamy white, flushed LaFrance pink. Strong grower, long flower spikes, with 6 to 10 perfect flowers opening at a time. Rated 97% as a commercial flower by Gersdorff. Many of the best judges say this is the finest introduction of our entire list. Each, 50c; 3 for \$1.25; doz., \$4.50.



BETTY JOY

Friend Bill:

New Lebanon, N. Y.

I wired you yesterday at 11 A. M. for a shipment of bulbs, and they arrived this morning before 9 A. M.

I'll inform this sleepy old universe that's SOME SERVICE!

Here's your check.

Yours very truly,

HOWARD M. GILLET.



CANANDAIGUA RED

CANANDAIGUA RED—Winner of First Prize for the best new seedling at the A. G. S. Show, 1921, at St. Thomas, Ont. A solid self color of red shade, slightly lighter than true carmine. Among the thousands exhibited at St. Thomas, Ont., there were none of this same shade. Strong grower, large, massive spikes, wonderful individual flowers. A stunning acquisition to the red class. Each, 50c; 3 for \$1.25; doz., \$4.00.

Join the
Empire State Gladiolus
Society



See our Offer on
Page 29

AUTUMN TINTS (Ruffled)—A combination of true autumn tints.

Strong, straight spikes of large, ruffled flowers. Yellow ground, overlaid with pink. Strong throat blotch of orange scarlet. Each, 50c; 3 for \$1.25; doz., \$5.00.

BETTY BUNCE—Pale lilac, flaked phlox purple. Creamy throat with delicate lines of true purple. Tall and straight, with large flowers of excellent substance. Each, 25c; 3 for 65c; doz., \$2.50.

BOUNCING BET—This is another white which we predict will be popular. It is a glistening white, with a trace of cream toward the center and a soft plume of Persian lilac in the throat. Very straight and tall, with 18 to 22 buds and usually 6 to 8 perfect flowers open at a time. Petal edges slightly reflexed. Spacing and arrangement perfect for commercial type. Each, 75c; 3 for \$2.00; doz., \$7.50.

BREAK O' DAY—Really one of the very finest Glads we have ever seen. Massive spikes, with several flowers opening at a time. Blooming extra early, its soft LaFrance pink flowers will always be marketable at high prices. The pink is flushed over a cream ground and the shade is deeper at tips of petals. There is a zone of martius yellow on lower petals, with delicate central lines of Brazil red. The most striking extra early variety every produced. See front cover page. Each, 25c; 3 for \$1.25; doz., \$2.00.

BROADELBIN (Ruffled)—Massive, close set flower heads of creamy white, with throat marking of Rosalane purple. Several broad, heavy ruffled flowers open at once. It will surely please you. Each, 40c; 3 for \$1.00; doz., \$4.00.

CHIEFTAIN—A large flowered, pure Tyrian rose, with nice, strong spikes. Each, 25c; 3 for 65c; doz., \$2.50.

DARDANELLA—This is entirely different from anything else in our list. Flowers are Congo pink, flaked deep hellebore red at the tips. Strong feather of jasper red on straw yellow throat. Tall and straight, with 8 to 10 open flowers in double row. Best of the ashen varieties. Each, 40c; 3 for \$1.00; doz., \$4.00.

THE BEST SIZE BULBS

The beginner usually thinks the largest bulbs will give the best flowers. Such is not always the case. Large bulbs two inches in diameter and very flat are not as good as high bulbs $1\frac{1}{4}$ " to $1\frac{1}{2}$ " in diameter for garden planting. Commercial growers who buy high priced varieties for propagation usually prefer a young bulb not over one inch in diameter. If you are planting for cut flowers any bulb over $1\frac{1}{4}$ " is good, but if you want rapid propagation or cormels order bulbs $\frac{3}{4}$ " to $1\frac{1}{4}$ " or what we term medium size.

Cut rat: bulbs are usually like cut rate shoes, as you get just about what you pay for. Beware of bargain advertisements where the size of bulbs is not specified.



DEBUTANTE

DEBUTANTE—Extra large, geranium pink, pure self color, with light throat feather of Tyrian rose. Flowers well placed in double rows, with 6 to 8 open at once. Excellent keeper. Each, 50c; 3 for \$1.25; doz., \$5.00.

LANDSCAPING WITH GLADS

Few people know that there are certain varieties of Gladiolus particularly adapted for landscape planting. By this, we mean to be planted for color effects in the garden without thought of cutting for indoor decorations.

The essentials of a good landscape Glad are:

- 1st. Never fall over.
- 2nd. Long flowering period.
- 3rd. Good foliage.
- 4th. Must not rot in rain or fade in sunshine.

We can recommend those in our lists best suited if you will indicate colors required. Smaller bulbs are usually better for this than the larger ones.

Combination Offer No. 11

SIX SUPER GLADS for \$9.00

CATALOG VALUE, \$12.00

One Each of the Following

Fort Sumter
Geneva Gem

Harvest Moon
Oh! Boy

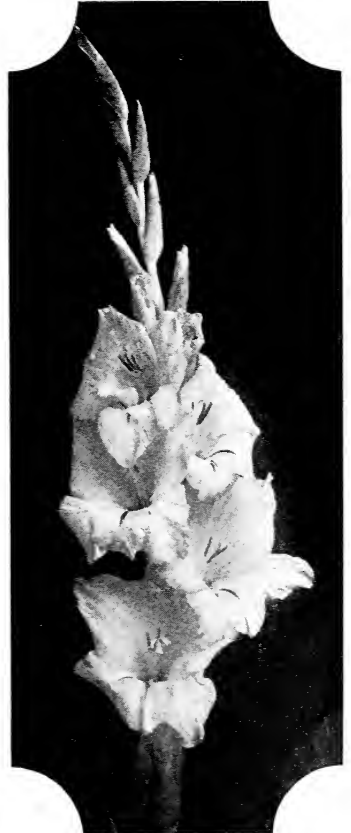
Serrata
White Orchid

GOLDEN MAID—Beautiful, ruffled, large, Marguerite yellow, shaded to primrose yellow in the throat. Usually 4 or 5 wide open flowers, with distinct central line of Amaranth on lower petals. Extremely vigorous grower, broad foliage and strong flower spikes. Each, 50c; 3 for \$1.25; doz., \$5.00.

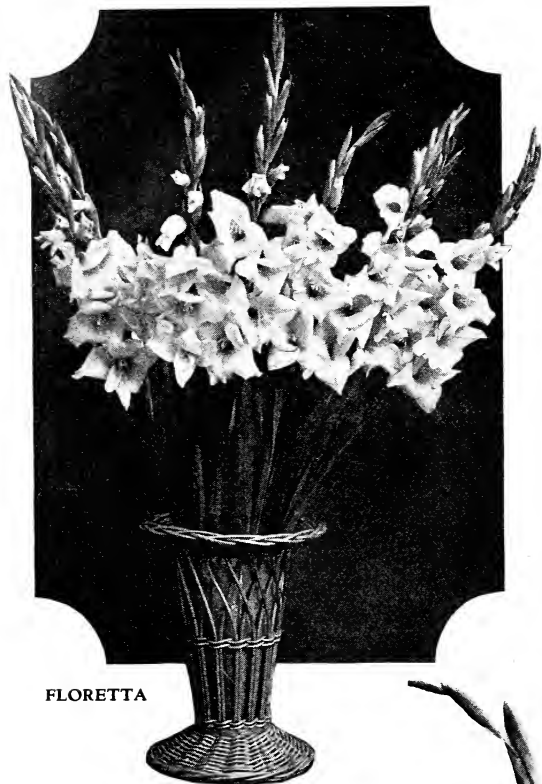
GRANDIFLORA—A seedling from White Glory, but larger and more robust. Ruffled white, with rich, velvety purple throat line. Petals rolled back at edges. Each, 40c; 3 for \$1.00; doz., \$4.00.

HALCYON—A very strong grower, always straight and throwing flower spikes with 18 to 24 buds. Unusual in the length of the flower head and it opens 6 to 8 large flowers at a time. Regular arrangement of flowers on the stem, spacing perfect. A beautiful, soft, rose pink, shading deeper toward the petal tips. Ideal exhibition and florist type. Each, 25c; 3 for 65c; doz., \$2.50.

DU GANNE DELIGHT — Extra large, ruffled variety. Cream, flushed cameo pink, shading to rose pink at edges of the petals. Strong central lines of Amaranth purple. Sturdy, strong plants, with long flower heads and several massive blooms open at a time. Thick petals and fine keeper. Each, 25c; 3 for 65c; doz., \$2.50.



DU GANNE DELIGHT



FLORETTA

FLORETTA—Tall, straight spikes of ivory white, with wax yellow throat. Fine for cut flowers. Extra good keeper. Each, 30c; 3 for 80c; doz., \$3.00.

HOPEWELL WHITE — Another pure white, with vigorous, strong growth, well formed spike, good, large flowers. We believe this will prove an excellent forcing white, as it never shows any flaking of color. Gersdorff has rated it at 90.6 as a commercial white, putting it in the class of Super Glads. Each, 50c; 3 for \$1.25; doz., \$5.00.

KING MIDAS—Not exactly the color of the gold hoarded by King Midas, but a pure picric yellow, with a very faint line of garnet brown in the center. The largest we have ever seen of the Primulinus form. Not a commercial variety, but an odd and attractive novelty for the fans. Each, 30c; 3 for 80c; doz., \$3.00.

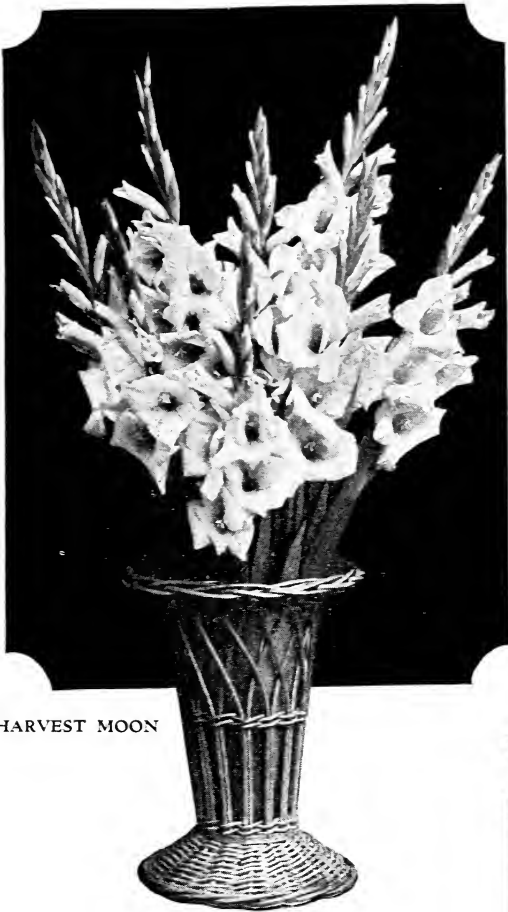
PLANT GLADS IN QUANTITY

And you will be able to decorate your living rooms throughout the summer.

GLADDIE BOY—This variety was one of the outstanding productions at the New England Gladiolus Society Exhibition at Boston in 1924. The Massachusetts Horticultural Society voted a **Special Award of Merit**. At the American Gladiolus Exhibit in New York City, **GLADDIE BOY** was again in evidence, winning the class of the "Most Beautiful Basket of Glads," as well as the class for the "Most Artistic Table Decoration." It is the Primulinus Grandiflorus type, retaining the delicate characteristic coloring. Flowers are well expanded, with only a slight hooded effect. Mature bulbs throw spikes with 18 to 20 buds, and opening 6 to 8 perfect flowers at a time. The color is very distinctive, the general effect being a Grenadine pink, gradually blending with straw yellow deep in the center. The petals are most gracefully frilled. Each, 50c; 3 for \$1.25; doz., \$4.00.



GLADDIE BOY



HARVEST MOON

HARVEST MOON—Marguerite yellow, shaded deeper at the center, which carries a faint line of Chinese violet. Strong, vigorous growth, with 16 or more buds. Flowers placed in a double row, facing properly and of good size. Excellent substance, good keeper, opening 8 or more flowers at once. Made a distinct hit at the Toledo Show. Each, 50c; 3 for \$1.25; doz., \$5.00.

TULIPS AND NARCISSUS

We import the finest stock and will issue a price list in June. If you want one, please ask for it.

"BILL'S ORIGINATIONS" have made an enviable reputation in the "GLAD WORLD" and no garden is considered complete without some of Bill's Glads.

Someone has written:

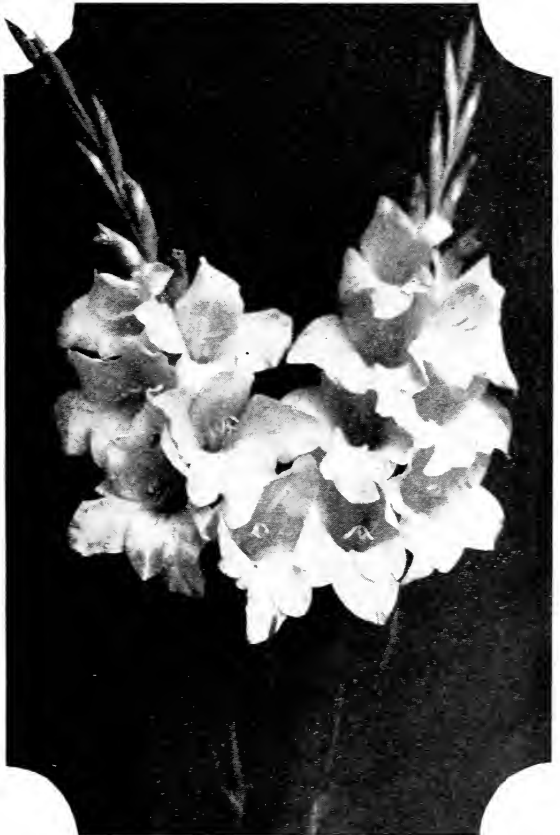
*"Better Begin Buying Bill's Bulbs
Because Both Bud'n Bloom
Bestow Beauty's Blessing."*

LA ROSE—A pure, self color of deep, Tyrian rose, with extremely velvety surface. Heavy petals, good foliage, excellent form, wide open flowers. A new variety that is sure to please the most exacting fancier. Gersdorff puts this in the Super Glad Class, rating it 90 for exhibition and 88.9 as a commercial variety. An unusually good keeper when cut. Each, 75c; 3 for \$2.00; doz., \$7.50.

LUCIFER—Peach red, with large throat blotch of sulphur yellow. Flowers 5 inches across, 5 to 7 open, makes a wonderful landscape variety as it never falls over. Blooms very early. Each, 50c; 3 for \$1.25; doz., \$5.00.

MATADOR—A tall, strong, husky grower that appealed strongly to our visitors the past summer. A deep Harmosa pink, with rosy flush and distinct feather. Unopened buds have a soft flush of strawberry pink. Rather late bloomer. Petals waved and stem usually gracefully curved. Each, 30c; 3 for 80c; doz., \$3.00.

LANCELOT—In Tennyson's "Idylls of the King" two characters are portrayed, LANCELOT, the lordly knight, and ELAINE, the lily maid of Astalot. LANCELOT, a tall, robust, livid pink, stands forth to dispute all claims to garden chivalry; wonderfully strong and beautiful. Each, 25c; 3 for 65c; doz., \$2.50.



LANCELOT

A Good
Yellow

Plant
Piccadilly



PICCADILLY

PICCADILLY—Pure creamy yellow, with amber throat. Wonderful strong spikes, with many large flowers open at a time. This is one of the finest we have to offer. Rated 98% as a commercial variety by Gersdorff. Each, 25c; 3 for 65c; doz., \$2.50.

MAUVE BELLE—Very large flowers of spinel pink, with center of Tyrian rose, bordered yellow. Long flower heads, 5 or more open, vigorous grower. It belongs with the lavender section. Each, 30c; 3 for 80c; doz., \$3.00.

MT. MARCY—For growth, one of the high ones. Very large flowers of scarlet, shaded deeper at edges. Stems carry 20 buds, with 6 or more open, heavy petals, making a long stem, massive spike. Each, 25c; 3 for 65c; doz., \$2.50.

1925 ROSE—Rose red flaking deep over deep rose pink. Attractive, creamy white dash on lower petals. A deeper shade and more attractive than 1910 Rose. Massive flower heads with 4 to 5 large, round blooms open at once. Each, 25c; 3 for 65c; doz., \$2.50.

NOBILIS—One of those velvet deep reds. It does not fade in wet weather, as most others of this type do. Ridgeway's Color Chart calls it Amaranth purple. Many massive, frilled flowers open at a time. Each, 50c; 3 for \$1.25; doz., \$5.00.

NORWALK—Named after the charming little city of Norwalk, Ohio, where it first came into bloom. Large, open flowers, well placed on a strong, straight stem. Deep scarlet, with large, yellow throat. Petals are pointed, slightly waved and a faint tinge of blue on the borders. Extremely vigorous, with many large flowers open at a time. Each, 25c; 3 for 65c; doz., \$2.50.

PINK PRIDE—This produces a very large, loose flower head, with 6 to 8 massive flowers open at once. Good, vigorous grower. Rosalane pink, flushed and flaked with Tyrian pink. An extra fine new Glad. Each, 40c; 3 for \$1.00; doz., \$4.00.

RED JACKET—Large, flaming scarlet flowers, borne on tall, straight spikes. An excellent keeper, with slightly ruffled petals. Named for the celebrated Chief of the Seneca Indians, who founded the village of Canandaigua, where this warrior flower was produced. Each, 25c; 3 for 65c; doz., \$2.50.

ROSE OF SHARON—Pure rose color, with large, white center blotch. Resembles an Althea flower in form and color. Nothing else in our list similar to it. Each, 50c; 3 for \$1.25; doz., \$5.00.

ROTARY PINK—Bright, eosine pink, throat feathered rose doree, with dainty white medial lines. Opens 4 to 6 large, well-expanded blooms at a time. One of the very best for cutting. Will keep a long time. Each, 50c; 3 for \$1.25; doz., \$5.00.

WHOLESALE LISTS

Are for those growing and producing Gladiolus for sale of either blooms or bulbs. Please use your business letterheads or write us the circumstances when requesting wholesale lists. Thank you.

VEINED OR PAISLEY SURFACES

In recent years a number of varieties have been put on the market in which the petal background is one color with another color veined thickly on the background.

As examples of this, we can refer you to Beatrice, Dante, Freckles, Rosemary and, best of all, Geneva Gem. Usually this veining produces an optical illusion, as the general color effect is entirely different than either the background color or the veined color.

Better try some.



POPULARITY

SERRATA—This is an entirely new type, with the petals serrated or lacinated on the edges. This type first appeared among my seedlings in 1919. The flowers are of good size and a clear cream color. Besides its unique beauty it is valuable to the breeder for producing others of this type. Strong, healthy grower, good seed producer and multiplies well. Each, 50c; 3 for \$1.25; doz., \$5.00.

SPECTRUM—Too many colors to describe, so we just call it Spectrum. A yellow, brown and pink combination, early, ruffled, hooded and winged. Try it for variety. Each, 40c; 3 for \$1.00; doz., \$4.00.

TAJ MAHAL—One of the most beautiful buildings in India was erected as a memorial to the Princess Taj Mahal. The style of its architecture is unique and it is constructed entirely of white marble, inlaid with mother-of-pearl. A missionary returned from India suggested that we name this new production TAJ MAHAL (Pearl of the World), as its white, with the flush of mother-of-pearl, was suggestive of the memorial to the Princess. Round blossoms, well opened and early. Each, 25c; 3 for 65c; doz., \$2.50.

POPULARITY—Very strong, vigorous grower, of flame pink, heavily flaked and stippled bright red. The two inferior petals are rich velvet red, with light central dashes. Large size, several open at once, and popular with our visitors. Each, 25c; 3 for 65c; doz., \$2.50.

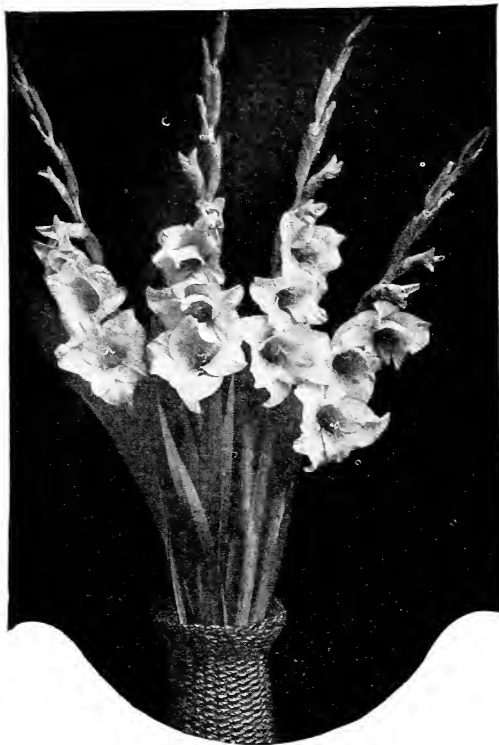
RUSTLER—Very large, salmon pink, with a butterfly throat. Strong zones of yellow across the lower petals and a carmine feather. Vigorous grower, several large, wide open flowers at a time. A particularly stylish form of flower. Each, 75c; 3 for \$2.00; doz., \$7.50.

PEONIES AND IRIS

We contemplate issuing this summer an extensive list of the best IRIS and PEONIES for home plantings. If interested ask for the list when you order your Glads.



TAJ MAHAL



TRIUMPHO

*Dear Bill,—Those Glads received from you
Were every one a hummer,
They rested and excited me,
And gave me a gladsome summer.
The packages I sold for you
Brought words of praise and cheer;
Yours for a gladsome Christmas,
And a Happy, Glad New Year.*

—Ben the Glad.

Combination Offer No. 10

16 Varieties Listed Below, Catalog Value \$4.30

ALL PROPERLY
LABELED, FOR **\$3.00**

Araby
Betty Bunce
Broadelbin
Dardenella
Debutante
Goldina
Halcyon
Humdinger

Mauve Belle
Nokomis
Olympiad
Patricia
Piccadilly
Priority
Robinhood
Starlight

TOMMY ATKINS—For the past three years we have been trying to get this into our catalog, but every summer our visitors ordered all the surplus bulbs. The cut flowers also go the quickest of any red we have. It is bright scarlet, with deep carmine throat lines. Tall stems, 14 to 20 buds, several large flowers open at once, it is a winner. Extra fine. Each, 50c; 3 for \$1.25; doz., \$5.00.

WARRIOR—Deep velvet maroon, with yellow medial dashes. Robust and strong, with large, well-expanded blooms. Planted in May, it does not bloom until late September. Unequalled for an extra late dark red. Should be planted very early. Each, 25c; 3 for 65c; doz., \$2.50.

VICTOR—One of the largest ruffled varieties. A beautiful cream yellow, with heavy, ruby central lines. Tall, vigorous and extra fine. Exhibition variety. Each, 50c; 3 for \$1.25; doz., \$5.00.

TRIUMPHO—Light Marguerite yellow, shaded to primrose yellow in the center. Hooded and winged, neat ruffle, 8 flowers opening at once. Strong, straight spikes. Each, 40c; 3 for \$1.00; doz., \$4.00.



VICTOR

Five Cent Class

Any 25 Bulbs, Your Selection, for \$1.00.

Any 50 Bulbs, Your Selection, for \$1.75.

Any 100 Bulbs, Your Selection, for \$3.00.

ALBION—Delicate, soft salmon rose pink. Just the thing for table and house decoration; also a wonderful variety for landscape work, as it will always stand erect if properly planted.

ALICE TIPLADY — Soft, orange saffron shade. Extra fine!

AMERICA—Very light lavender pink. Usually referred to as an orchid shade. The most popular variety in existence.

ANAMOSA—Very large, extra tall, finest orange salmon, with many blooms open at once.

ANGOLA—A fine, tall, very early, salmon pink. Fine for house decoration.

ARIEL—"The Fairy Sprite," is one of those airy, graceful Primulinus Hybrids most effectively used for table decorations and fancy baskets. A good, strong grower, with creamy white flowers.

CARMINE KID—Medium size flowers of beautiful carmine, with creamy stippling in the throat. Several flowers open at a time. Very prolific and should be planted in quantities for landscape effect.

COLLEEN—A fine, delicate, light, airy type of flower. Light rose, shaded to nearly white, deep in throat. The lower petals have strong, central lines of dahlia carmine drawn across a zone of very light yellow. Quite early.

CREAM AIRY FAIRY—Just that! Airy Fairy! Exceedingly graceful and dainty Primulinus Hybrid. Especially adapted for landscape planting.

DEWDROP—Early Primulinus Hybrid of Marguerite yellow, with striking throat lines of amaranth purple. Many flowers open at a time. Only partly hooded. Very strong and prolific. Excellent for landscape plantings.

EARLY ONE—One of the earliest to flower and valuable as an early market variety. Subdued Begonia rose, amber yellow throat stippled with Aster purple. Flowers wide open, with reflexed petals.

ELFIN—General tone is saffron pink, melting away to Maise yellow in the throat, with delicate feather of Nopal red. A dinner table decoration of Elfin at the A. G. S. Show in Rochester, in 1923, constituted one of the most effective displays at the show.

FRECKLES — Reminds one of the proverbial freckle faced boy and just as full of pep. The color is practically an orange salmon, with a paisley effect. Large, open flowers and a sure bloomer. Always stands erect. Always good, regardless of weather conditions. One of the best for landscape plantings.

HALLEY—Large, early salmon pink.

LE MARECHAL FOCH—Same shade as America, but larger flowers.

LOVERA—Beautiful, soft shrimp pink, with picric yellow throat.

MONONA—Pale flesh color, shaded to yellow in the center.

1910 ROSE—Pure rose shade, with white central lines on lower petals.

PANAMA—Large, strong, rose pink.

PRIMUMELLA—Large, ruffled, orchid-like flowers of light salmon rose.

ROSALIA—Magnificent yellow, blushed orange. Lower petals golden yellow.

TANGERINE—Tall Primulinus of Naples yellow, flaked with spinel red.

Ten Cent Class

All Varieties, 10c Each.

Any 12 Bulbs, Your Selection, for \$1.00.

Any 50 Bulbs, Your Selection, for \$3.50.

Any 100 Bulbs, Your Selection, for \$6.00.

ALTAIR—Extra tall, salmon saffron. A new shade and very beautiful.

BUDDY—LaFrance pink, flaked geranium pink. Throat of martius yellow, with lines of Pomegranate purple. Tall and early.

CHICADEE—Very dainty and airy. An extra early variety of merit. Eosine pink, with light yellow blotches on lower petals.

DANTE—Entirely new in appearance and texture. The general tone is light mallow purple. This color laid over a cream ground in thick veins, giving the effect of delicate crepe tissue.

EVERLYN KIRTLAND—Very tall, straight and graceful, shell pink, shading to rosy pink at the edges. Fine!

FLORAL TRIBUTE—A large, cream yellow Primulinus. Very strong grower, with tall, straight spikes.

GOLD DROP—Extra large, pure yellow, with beautiful red line on lower petals.

HERADA—A glistening, clear lavender, known as mauve. A favorite.

LUCETTE—Pure white, but back of petals carry a trace of Phlox pink, which imparts an alluring orchid sheen to the flowers. Lower petals have a dainty, subdued feather of wonderfully soft Phlox pink.

MARY PICKFORD — Wonderful creamy white, with handsome heavy spikes, showing many flowers open at once.

MILADY—Extra tall, strong, ruffled variety of creamy white. Naples yellow throat, with heavy Amaranth purple feather. Very strong grower.

MONA LIZA (Ruffled)—Magnificent, pale, soft pink. Many open at a time.

ORIFLAME—Large, brilliant, orange pink. One of the flame varieties. Large flowers and several open at a time.

PARADER—Very soft, Begonia rose, flaked scarlet red. Heavy, scarlet throat blotch, bordered with zone of Pinard yellow. Strong, straight spikes, with several flowers open at a time.

PELICAN—No one can appreciate the peculiarly attractive style of the Pelican, without having seen it. The upper petal resembles a pelican's pouch inverted. The type is entirely new and extremely pleasing. Color is Jasper pink, spread over a background of Chateau pink.

PRIDE OF LANCASTER (Ruffled)—Brilliant orange salmon, with deeper orange throat.

ROMANCE—Large, orange salmon rose, red and yellow throat. Wine blue bordered petals.

RUBELLA—A deep, velvet, Amaranth purple. Wonderfully rich shade. Nice, straight spikes, with well placed florets.

SIBYL—Beautiful, large cream flowers, with tips of petals flaked Mallow pink. Strong grower and many flowers open at a time.

THEDA—Earlier than Halley. Great for forcing. Large, open flowers, well placed on tall stems. Most delicate shrimp pink, gradually blending to soft Pinard yellow in the throat, with Pansy violet lines.

TROJANA—Large, open flowers of soft, Geranium pink, daintily flaked with Begonia rose. Bright scarlet line on pale yellow throat.

VANITY—See third page back.

ZEALOT—A velvet variety, with yellow in center. Very striking.



3



4

BILL'S BEST BARGAIN

12 EXTRA FINE GLADS \$1.00

INCLUDING

Break O' Day—See Front Cover. Vanity—See Next Page.

AND 10 OTHERS ON THIS PAGE

Postpaid Anywhere in U. S. A. \$ 1.00
Three Sets (36 Bulbs) 2.75
Twelve Sets (144 Bulbs) 10.00

No.		Value Each
No. 1—	Break O' Day (see front cover)	\$0.25
No. 2—	Vanity (see next page)	.10
No. 3—	Mrs. F. King	.10
No. 4—	Opalescent	.15
No. 5—	Milady	.10
No. 6—	Mrs. Dr. Norton	.10
No. 7—	Lucette	.10
No. 8—	Crimson Glow	.10
No. 9—	Piccadilly	.25
No. 10—	Quaker Maid	.20
No. 11—	Anna Eberius	.10
No. 12—	Priority	.15

Total Value \$1.70

SPECIAL PRICE \$1.00

12 bulbs, any variety above, for 10 times each price

OUR 40 PAGE DESCRIPTIVE CATALOG ON REQUEST.



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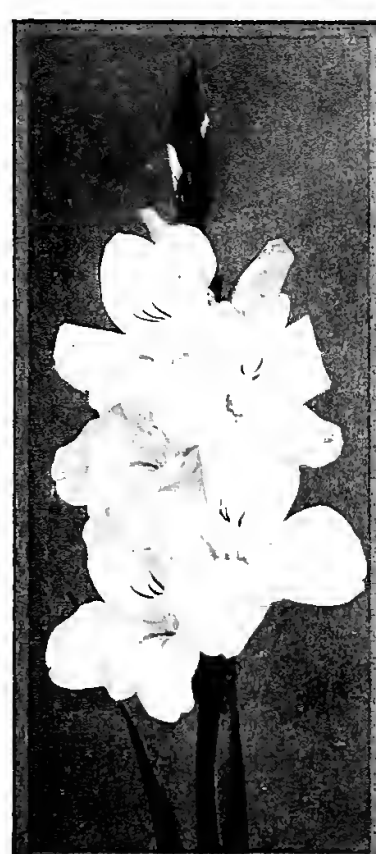
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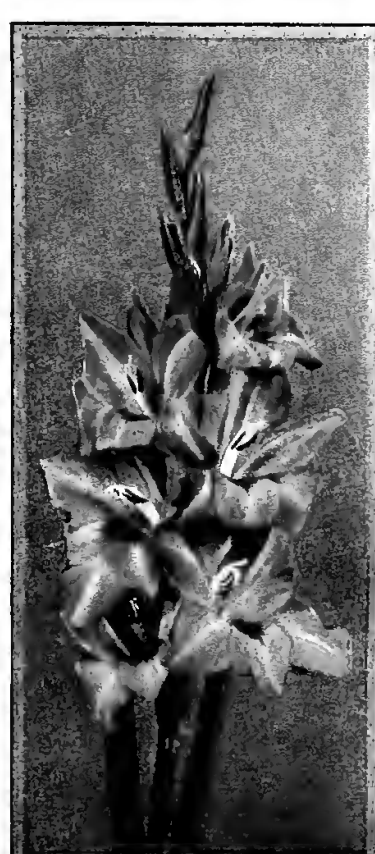
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11



12

Fifteen Cent Class

All Varieties, 15c each.

Any 8 Bulbs, Your Selection, for \$1.00.

Any 25 Bulbs, Your Selection, for \$2.50.

Any 50 Bulbs, Your Selection, for \$4.00.

EARLY LASSIE—Ivory white, with a faint flush of lilac on upper petals. Lower petals primrose yellow. Strong grower and often branched. Very early.

ETENDARD—A French variety of great beauty. Large, cream flowers, with velvety, dark red blotch in center, giving the appearance of huge butterflies.

JASPER—A sturdy, strong grower, with large, well placed flowers of Jasper red with waved petals. Very heavy, distinct feather of velvety, Amaranth purple, spread over beautiful, light zones of clear yellow. Early, prolific.

OPAESCENT—Wonderful spikes of very large, rose lavender. A pure self color, with lilac throat lines. A vigorous grower, with excellent foliage and strong, straight bloom stalks. Flowers well placed, with broad petals of good substance. As sparkling and pure as the water of the Adirondack Mountain stream for which it was named.

PINEHURST—Sulphur yellow, with pale greenish yellow throat. Very tall, strong grower, with 18 or 20 buds on a stalk. Usually opens 6 to 8 flowers at a time. Good sized blooms, well placed, facing regularly.

PRIORITY—Tall, straight and strong. Large, open flowers. Color is Venetian pink, shaded darker toward the tips. Faint central lines and feather of deep rose pink. Wonderful large, airy, delicate variety.

ROBINHOOD—Immense, massive blooms of LaFrance pink, tipped and flaked with scarlet. Strong feather of Amaranth purple in the throat. Extra strong and vigorous grower. Slightly frilled petals. Early bloomer.

SONATA—A robust white, slightly flushed very light Phlox pink, strong throat lines of Aster purple. Usually 6 to 8 well opened flowers of good substance.

SWISS MAIDEN—Picture the Swiss Maiden with brilliant scarlet dress and apron of sea foam yellow. Then picture 6 to 8 of these maidens standing side by side and you have the idea.

Twenty Cent Class

All Varieties, 20c each.

Any 6 Bulbs, Your Selection, for \$1.00.

Any 12 Bulbs, Your Selection, for \$2.00.

Any 25 Bulbs, Your Selection, for \$3.50.

ELAINE—A beautiful, lily white, with faint lilac throat lines. One of the better white varieties.

HUMDINGER—Extra large, heavy, massive blooms of Begonia rose, flaked with scarlet. Beautiful throat markings of scarlet red. Flowers well expanded and 5 to 7 inches across. Heavy petals of great substance.

MAUD MULLER—An orange and yellow Prim that everyone stopped to admire in our fields. Medium height and even growth.

NACOOMEE—The name given this variety is an Indian name, meaning "Handful of Flowers." One spike is surely a handful, or even a whole bouquet. The general tone is lavender, with various shades and tints.

OLYMPIAD—The most vivid orange scarlet yet produced. The flowers appear to be literally on fire. Very large blooms, sometimes 5 inches across. Irregular arrangement of petals give it a distinctiveness all its own.

STARLIGHT—Early, extra strong Primulinus Hybrid. Wonderful strong spikes of ruffled cream flowers, with radiant lines of pomegranate on wax yellow throat. Extra prolific, often giving three and four stalks from one bulb.



IN THE GARDEN SIX FEET TALL

VANITY

(Bill's Origination)

Delicate LaFrance pink, flushed over cream ground. Very large flowers of airy, graceful type, with slightly reflexed petals.

Unsurpassed for large baskets.

PRIZE WINNER

Won first prize at A. G. S. Show in New York City for handsomest floor basket.

The sensation of the New York wholesale cut flower market. Awarded First Class Certificate by the American Gladiolus Society in 1924. Strong, vigorous grower.

GLORIOUS MIXTURE

(SPECIAL OFFER)

This mixture is made up of all types and colors. Bulbs of many high-priced varieties of which we have a surplus are included. In lots of 100 we guarantee to send at least 20 varieties.

Large Bulbs, 25 for \$1.00; per 100, \$3.00.

Medium Size, 40 for \$1.00; per 100, \$2.00.

PRIMULINUS MIXTURE (SPECIAL OFFER)

All the soft shades of the beautiful Primulinus type. This mixture contains many of the best varieties grown.

Large Bulbs, 25 for \$1.00; per 100, \$3.00.

Medium Size, 40 for \$1.00; per 100, \$2.00.

General List Low Price Varieties

The varieties in this list have been on the market a sufficient time to be available in quantity, which warrants the very low prices. These are in addition to listings under 5c, 10c, 15c and 20c classes on pages 19 and 22.

29 Varieties in Low Price List Below, Value \$4.35.

Combination Offer No. 6

One Bulb Each of the 29 Below,
for

\$3.60

ARBITRATION — Salmon pink, semi-primulinus, with large florets well opened. Extra strong, vigorous grower. Each, 15c; 3 for 40c; doz., \$1.50.

BEATRICE—Something entirely new! Appearance and texture of soft crepe paper. Tall, graceful stalks with well opened, slightly hooded and frilled blossoms. BEATRICE is eosine pink, laid over cream ground. This color is veined over the cream in such a way that the surface has a crinkled effect. Each, 15c; 3 for 40c; doz., \$1.50.

CAPTAIN JINKS — Geranium pink, with pinard yellow throat blotches and line of spectrum red on lower petals. Extra strong grower and early bloomer. Each, 15c; 3 for 40c; doz., \$1.50.

COPPERHEAD — Tall, straight, slender stalks of medium size flowers, hooded, winged and frilled. Distinct copper tint, being an entirely new shade. The general color is coral red, shaded to antimony yellow in the throat, with heavy feather of brownish red. Each, 10c; 3 for 25c; doz., \$1.00.

ELAINE—The Fair and Lovable, a beautiful lily white, with faint lilac at the throat. Produces wonderfully full spikes of bloom. ELAINE was awarded First Class Certificate by the American Gladiolus Society. Each, 20c; 3 for 50c; doz., \$2.00.

"Had some wonderful spikes of Jasper, but the finest thing of all was Fastidious." Dr. F. E. Bennett, St. Thomas, Ont., Canada.

"Debutante is a wonder, both for size and color. I have never seen a gladiolus that I thought so much of as this one." —C. E. Brady.

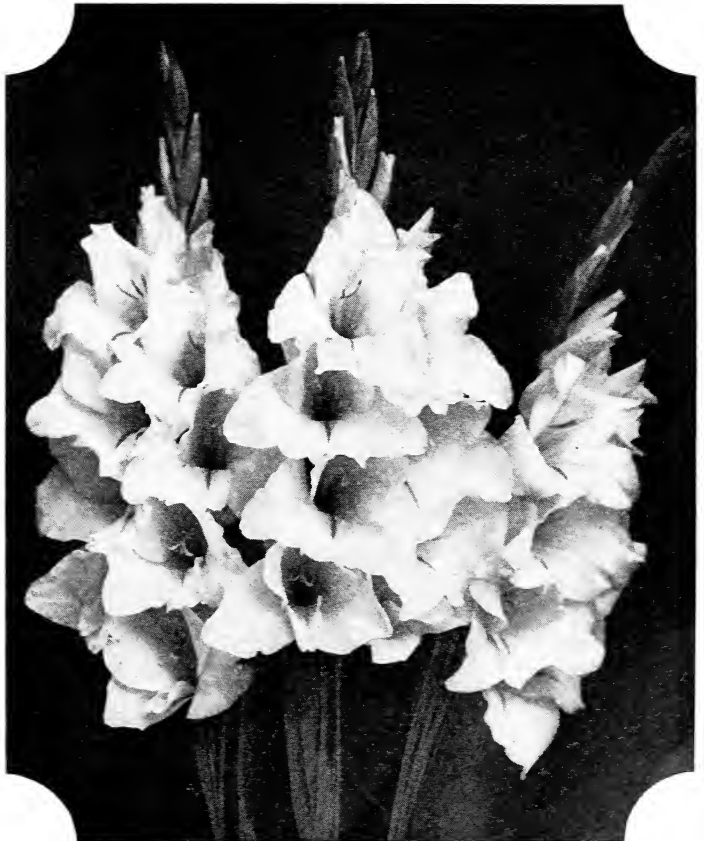
"I have no favorite which I regard more highly than Break O' Day, and I want as many as my moderate space will permit."—Frank I. Jones, Oregon.

"All of your originations, including Break O' Day, that we bought last spring did fine. Lucette was splendid. Milady deserves more attention, or rather publicity, than she is getting. She took well in all our exhibits and in our show garden."—K. R. Clendening, Iowa.

"Must tell you about the Allen V. Bunce. The first blossoms are five inches across, and the orange is flushed with a pink that gives it the color of a beautiful peach. I took it to Vancouver and Portland Glad Shows and won prizes in both shows with it."—Mrs. Miller, Washington.

"Break O' Day, Chameleon, Olympiad and Cleopatra are all in the Aristocrat class."—W. G. Garrett.

"Theda is surely an early bloomer. I planted Theda and Elizabeth Tabor same date. Selling blooms now from Theda, but Tabor is only budding."—L. S. Starrett.



ELAINE



FLORESCENCE

FLORESCENCE—This is one of the varieties we have been developing especially for large landscape plantings. It is always erect, medium height, producing many flowers. Nearly all flower spikes have 2 or 3 lateral branches and each bulb sends 2 or 3 shoots. Blooming period is from 6 to 8 weeks long. General color is cream, lightly flushed with rose pink on petal tips. Throat is shaded to barium yellow. Each, 10c; 3 for 25c; doz., \$1.00.

FLORENTINA—Tall and strong, with many extra large flowers open at once. Soft pink, with maroon silver throat. Extra fine! Each, 15c; 3 for 40c; doz., \$1.50.

OH BOY! OR FORT SUMTER?

Customers frequently ask: "Which is the better Glad, Oh Boy! or Fort Sumter?" Hanged if I can tell. They are in the same class and yet decidedly different. Oh Boy! has the larger florets. Fort Sumter opens more at a time. Oh Boy! has scarlet in the color. Fort Sumter has a rose red shade. Oh Boy! is quite late, while Fort Sumter is early mid-season. There is a place for both.

GLAD BILL.

BROTHER BULB BUYERS

BEFORE BEGINNING THE BUSY BUSINESS OF BUYING BULBS AT BARGAINS, BEWARE OF BEING BOTHERED BY BUYING BLOOMLESS BULBULETS. BETTER BUY THE BIGGEST AND BEST BREEDS OF BULBS FROM **BILL'S BULLY BULB BOOK**, AND BEHOLD BEWITCHING BOUQUETS OF BRILLIANT BUDS AND BLOSSOMS BEAUTIFUL BEYOND BELIEF. BUY A BATCH OF BILL'S BONNIE BLUE-BLOOD BABIES—

BETTY BUNCE
BETTY JOY

BOUNCING BET
OH BOY!

AND BOAST "THE BEST FOR BORDER AND BASKET."

—A RAVEN BUGGE.

Funny how many of our customers get the Bee Bug.

BILL.

GLORIA (Bill's Origination) — Extra tall, strong and straight. Rose doree, shaded to geranium pink in the throat. A light yellow zone on the lower petals. Extra fine for florist trade. Each, 5c; 3 for 15c; doz., 50c.

GOLDINA—Grows very tall and straight. Early, ruffled, naphthalene yellow, with striking blotch of amaranth purple. Strong grower and usually produces lateral branches. Each, 15c; 3 for 40c; doz., 1.50.

GREGOR MENDEL—A new shade in Gladiolus. Almost a pure self color of Rhodamine purple, lightly flaked aster purple. A distinct style is given by the petals being nearly always arranged in reverse form instead of the standard arrangement. Each, 15c; 3 for 40c; doz., \$1.50.

GYPSY BUTTERFLY—Vivid, deep spectrum red, with large throat blotch and feather. The blotch resembles a beautiful large butterfly in the center of each flower. Well opened flowers, long spikes, slight frill and strong grower. Each, 20c; 3 for 50c; doz., \$2.00.



FASTIDIOUS

FASTIDIOUS—Very large open flowers of delicate shell pink, shaded to ivory white at the throat. Very airy and graceful. One of the finest new Glads. Attracted much attention at the A. G. S. Exhibits in Rochester and New York City. Each, 20c; 3 for 50c; doz., \$2.00.

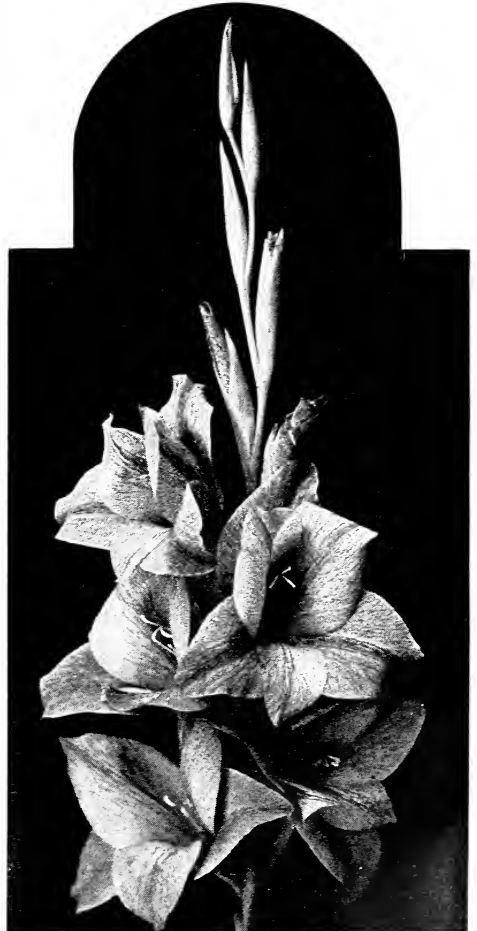
HILDA—A big, husky, geranium pink, with light throat. Each, 15c; 3 for 40c; doz., \$1.50.

NOKOMIS—Colors are suggestive of the American Indian race. Hence the name Nokomis. Flame scarlet, flaked mahogany at tips. Lemon yellow medial lines. Strong, large, ruffled flowers and an entirely new combination. Prize winner for best orange at A. G. S. Show, 1925. Each, 20c; 3 for 50c; doz., \$2.00.

PIRATE GOLD—A yellow semi-primulinus, very strongly ruffled. Good, large flowers, quite close together, and 5 opening at once. Each, 15c; 3 for 40c; doz., \$1.50.

REVUE—Awarded First Prize by the Canadian Gladiolus Society at the annual exhibition, 1924, for the best individual spike of Primulinus hybrid. Almost too large to be classed generally with Primulinus hybrids, well expanded blooms, with only slight hood, but retaining all the airy gracefulness of the type. Very tall and straight, with petals reflexed and slightly frilled. Added to this beauty in form the delicate coloring makes it a most desirable acquisition. The center of the flower is pure Martius yellow, daintily flushed with Eosine pink on the tips of the petals. Quite early. Each, 20c; 3 for 50c; doz., \$2.00.

FRECKLES (Prim.)—Reminds one of the proverbial freckle faced boy and just as full of pep. The color is practically an orange salmon, with a paisley effect. Large, open flowers and a sure bloomer. Always stands erect. Always good, regardless of weather conditions. One of the best for large landscape plantings. Medium size bulbs, \$2.00 per 100. Each, 5c; 3 for 15c; doz., 50c; 100, \$3.00.



FRECKLES

New Jersey,

Thursday, August 2, 1928.

Dear Glad Bill:

I got a "glad thrill" yesterday morning when, on going into the garden, I saw for the first time an open bloom on the OH BOY! bulb you sent me. The horizontal diameter measured exactly five and one-half inches. This morning the spike had two open flowers, one partially open, and five big buds. There is a space of at least four inches between the flowers, which gives it the appearance of a mammoth Prim. The color is nearly a perfect match for a King Humbert canna; I took a floret from the canna and set it between the two open flowers on Oh Boy! At a distance of three feet no one but an expert like yourself could tell the difference in color, size, form of petal, or markings, between the canna bloom and the glad blooms.

LaRose, Debutante and Betty Joy have already flowered for me. The two last named will be numbered among my favorites.

Very truly yours,

CHARLES A. ROBINSON.



LUCETTE

LUCETTE (Bill's Origination)—As seen growing in the fields it appears to be absolutely pure white, but backs of petals carry a trace of phlox pink which imparts an alluring orchid sheen to the flowers. Lower petals have a dainty, subdued feather of wonderfully soft phlox pink. As a commercial white, it is ideal in color and form. Also well adapted for mass planting in landscape work. Extra good as a forcing white. Each, 10c; 3 for 25c; doz., \$1.00; 100, \$6.00.

Combination Offer No. 8

FIVE GARDEN ARISTOCRATS

Aristocrat	\$0.75
Gladdie Boy50
Break O' Day25
Betty Joy50
Canandaigua Red50

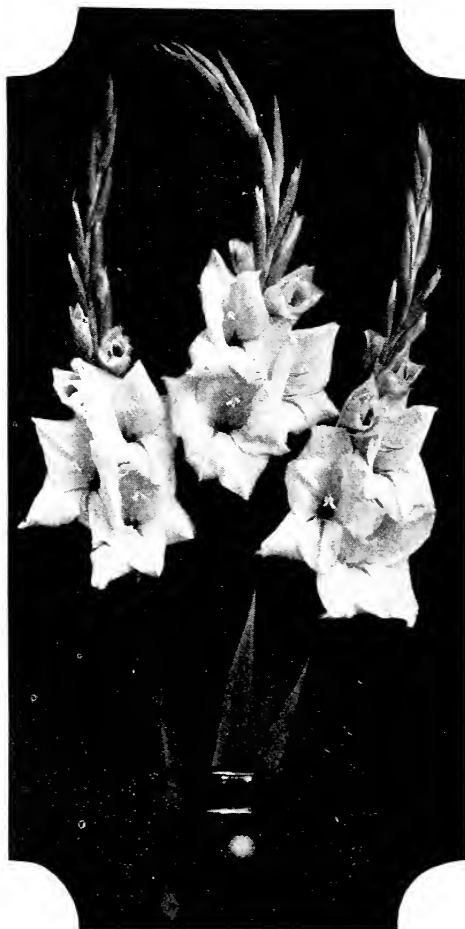
ALL 5 FOR

\$2.00

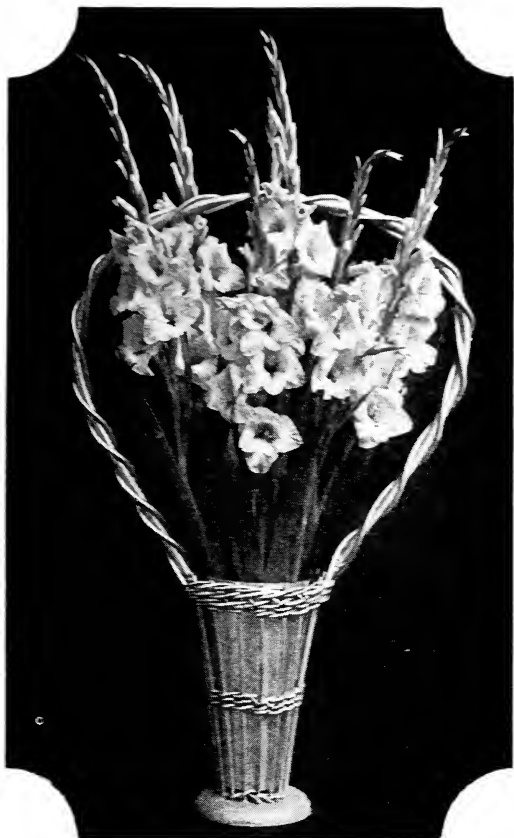
RICHMOND—Large flowers of Spectrum red, with cream zone and feather of blackish red. Very striking. Each, 15c; 3 for 40c; doz., \$1.50.

ROBUSTO—Soft peach red, flaked with scarlet and velvet scarlet lines in the throat. Have measured spikes 28 inches from first flower to tip of buds, with 24 buds on the main stalk and others on the side branches. Each, 20c; 3 for 50c; doz., \$2.00.

OPALESCENT—Wonderful spikes of very large, pale rose lavender. A pure self color, with soft, lilac throat lines. A vigorous grower, with excellent foliage and strong, straight bloom stalks. Flowers well placed, with broad petals of good substance. As sparkling and pure as the water of the Adirondack Mountain stream for which it was named. One of the best in our list for cutting and shipping. Gives excellent results as a variety for greenhouse forcing. Rated 97% as a commercial flower by Gersdorff. **OPALESCENT** received Special Award of Merit by the American Gladiolus Society in 1924. Each, 15c; 3 for 40c; doz., \$1.50; 100, \$8.00.



OPALESCENT



PATRICIA

PATRICIA—LaFrance pink, shaded to hermosa pink at tips. Strong Tyrian rose feather on creamy throat. Tall, with 18 buds and 6 open at once. Fine for florist. Each, 20c; 3 for 50c; doz., \$2.00.

Send us your
MEMBERSHIP

for the
American Gladiolus
Society



See our Special Offer
on page 29

ROMANTIC—One of the extra good smoky ones.

Strong grower, 16 to 18 buds, and 6 flowers open at once. Center is coral pink, shading outward through old rose to Daphne red at the tips. Light yellow medial lines and feather of Acajou red on lower petals. Each, 15c; 3 for 40c; doz., \$1.50.

SALOME—Orange buff, with buff yellow throat.

The color is so entrancing that it is simply irresistible. A Primulinus, with a very wide hood. Each, 15c; 3 for 40c; doz., \$1.50.

SILVERTONE—Yes, it has very much of a silver tone. Near velvet carmine feather on a yellow zone in the center. The balance of the flower is creamy white. Fine, straight, tall spikes, long head and several open at once. Petals slightly frilled. A good one. Each, 15c; 3 for 40c; doz., \$1.50.

SYLVAN QUEEN—An early, strong growing, soft Begonia rose, with carmine lines on lower petals. Neat form, good size and excellent substance. Each, 20c; 3 for 50c; doz., \$2.00.

TROOPER—Very large geranium pink Primulinus Grandiflorus, with faint ivory yellow throat. Extra strong, slender stem, very graceful. Each, 20c; 3 for 50c; doz., \$2.00.

VON SION—A pure deep yellow, with bronze throat lines. Color similar to Von Sion Narcissus. Slight frill on petals. Short growth and medium size flowers make it useful for landscape work. Each, 10c; 3 for 25c; doz., \$1.00.

THEDA (Bill's Origination)—**EARLIER THAN HALLEY. GREAT FOR FORCING!** Large, open flowers, well placed on tall stems. Most delicate shrimp pink, gradually blending to soft Pinard yellow in the throat, with pansy violet lines on the lower petals. Retail florists use it for fancy trade. Garden enthusiasts rave over it. Rated 95% as a commercial flower by Gersdorff. Each, 10c; 3 for 25c; doz., \$1.00; 100, \$6.00.



THEDA

The Best from Other Originators' Lists

20 Varieties on this Page, Total Value, \$3.25.

Combination Offer No. 7

One Bulb of Each of the 20 Varieties,
for..... **\$2.75**

ARABIA—The nearest approach to a black Glad-iolus. Good size flowers and spike. Each, 25c; 3 for 65c; doz., \$2.50.

BARON HULOT—Not very large, but that violet blue color at moderate price. Each, 10c; 3 for 25c; doz., \$1.00.

BYRON L. SMITH — Lavender pink on white ground. Fine as a cut flower. Each, 15c; 3 for 40c; doz., \$1.50.

CAPT. BOYNTON—Lavender, with deeper blotch on lower petals. Large flowers well placed on tall stem. Each, 25c; 3 for 65c; doz., \$2.50.

CRINKLES—A very deep peach blossom pink. The most intensely ruffled variety. Each, 25c; 3 for 65c; doz., \$2.50.

E. J. SHAYLOR—Deep rose pink. One of the best ruffled varieties. Each, 10c; 3 for 25c; doz., \$1.00.

ELIZABETH TABOR—Delicate rose pink, with rich crimson blotch. Very early, tall, erect spike, with several open at once. Each, 20c; 3 for 50c; doz., \$2.00.

GOLDEN MEASURE—Pure golden yellow, with very large flowers. Strong grower. Each, 15c; 3 for 40c; doz., \$1.50.

JEWEL—Light salmon pink, with golden yellow throat. Large flowers on tall, slender stem. Early. Each, 10c; 3 for 25c; doz., \$1.00.

LOS ANGELES—A new LaFrance pink produced on the Pacific Coast. Lateral branches are produced so freely that several cuttings may be made from one spike. Known as the "cut and come again" Glad. Each, 15c; 3 for 40c; doz., \$1.50.

MING TOY — Deep buff, with yellow throat. Large flowers on tall, slender stem. Each, 10c; 3 for 25c; doz., \$1.00.

MARY PICKFORD — Wonderful creamy white, with handsome, heavy spikes showing many flowers open at once. Admired by everyone and received special award of merit. Each, 10c; 3 for 25c; doz., \$1.00; 100, \$6.00.

MRS. FRANK PENDLETON — Rose pink, with heavy blotch of bright crimson. Each, 10c; 3 for 25c; doz., \$1.00.

MURIEL — Pure deep lilac, with petunia violet blotch on lower petals. Good size flowers and straight stems. Each, 15c; 3 for 40c; doz., \$1.50.

PRIMULINUS SPECIE (Prim.)—Native of South Africa. Small flowers of rich, deep, pure yellow. Very useful in landscape plantings. Each, 10c; 3 for 25c; doz., \$1.00.

ROSALIND (Ruffled)—A massive, ruffled variety of rich analine red, with deeper throat. One of the best ruffled ones. Each, 30c; 3 for 80c; doz., \$3.00.

ROSE ASH—Old rose, overlaid and blended with pink, blue and red, giving the color of ashes of roses. Each, 15c; 3 for 40c; doz., \$1.50.

ROSEMARY—We are using Doc. Bales's own description, and he knows. "White, marked with fine hair lines and stipplings of lavender rose, which becomes pure rose under artificial light. The markings are carried through the petals so that the back of the blossom looks the same as the front. Good sized blossoms, carried on tall, straight, gracefully erect stems. Several open at one time." Each, 30c; 3 for 80c; doz., \$3.00.

SPLENDORRA — Very dark variety, almost wine black. Unusual and very attractive. Each, 20c; 3 for 50c; doz., \$2.00.

WHITE WONDER—Pure white, with faint lavender pink flaking. Each, 10c; 3 for 25c; doz., \$1.00.

*Come, all you "Glad Fans," gather around,
I'll tell you a secret, I recently found.*

*I guess I won't tell you, but I'll let you see,
So come, all you "Fans," in the backyard with me.*

*There, aren't they pretty, such sights, you'll declare,
You never saw better "Glad's" grown anywhere.*

*Now that was my secret, I've broken the spell,
So I'll tell you the Glad man, who has them to sell.*

*His last name is Purple, his wife calls him "Will."
Just west Canandaigua, New York State, "Glad
Bill."*

—W. P. Conway, Providence, R. I.

WE WANT YOU!

TO BECOME A MEMBER OF THE EMPIRE STATE GLADIOLUS SOCIETY

Send With Your Bulb Order

\$1.00 to cover membership fee up to May 1, 1929.

\$2.00 to cover annual membership from May 1, 1929, to May 1, 1930.

This fee to provide you with full membership advantages, including:

1. The right to participate in all exhibitions of the Society.
2. The right to participate in all exhibitions of the American Gladiolus Society.
3. The right to compete for prizes offered by the Empire State Gladiolus Society at any exhibition.
4. To receive the A. G. S. Review, published monthly by the American Gladiolus Society.
5. All other privileges accorded members of this society.

LUCETTE AND OPALESCENT

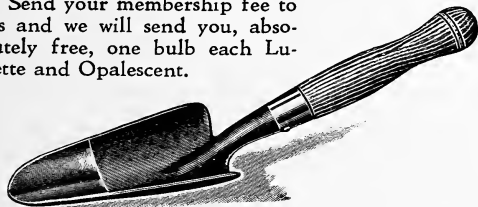
Free With Annual Membership

JOIN THE AMERICAN GLADIOLUS SOCIETY

Membership in this society is of immense value to the ever-increasing multitudes of Glad Fans. With your membership you receive monthly the official publication of the society, with high-class, timely articles relating to the growing of Glads. This monthly review tells more about your favorite flower than any other publication in the world.

Annual membership only \$2.00.

Send your membership fee to us and we will send you, absolutely free, one bulb each Lucette and Opalescent.



GARDEN TROWEL

Better have one of these packed with your bulbs. Large enough to really do something. We use dozens of them when we dig our bulbs. Each, 50c.

WOODEN GARDEN LABELS

Painted, $\frac{3}{4}$ x 8 in., 1c each.

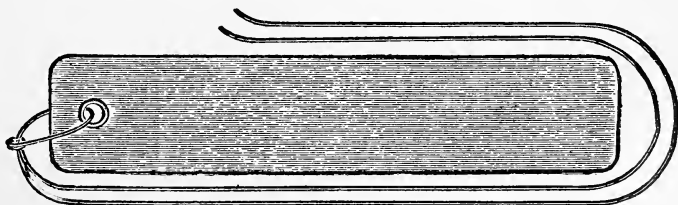
This is the best thing available for a temporary marker. Simply write names on the label with pencil. Packed with your bulb order.

IMPROVED METAL TREE LABEL

USE THIS FOR YOUR GLADS

An indestructible label. For use on trees, bulbs, shrubs, vines and transplants. Made of copper alloy or zinc, impervious to weather conditions, and so constructed that the wire cannot cut through the metal.

Lay the label on a pad (folded newspaper) writing with a stylus or hard pencil. Stylus supplied, no charge, with every box of 100 labels. **SIMPLE LEGIBLE PERMANENT**
No. 1 Size— $\frac{3}{4}$ in. x $3\frac{1}{2}$ in., 25 for 60c; 100 for \$2.00. Order Them
Packed With Your Bulbs.



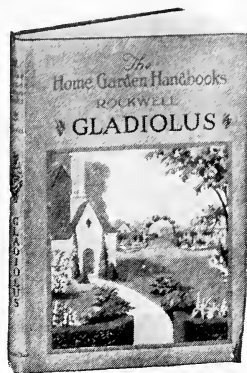
GLADIOLUS

BY F. F. ROCKWELL

The book all beginners and amateur growers should have. Contains 96 pages, illustrated with detail sketches, telling all the things you have wanted to know.

Regular price, \$1.00. No discounts.

Send your order to us and we will give you, absolutely free, one bulb each of Lucette, Vanity and Opalescent.



BETTER HOMES AND GARDENS

Largest circulation of any home or garden magazine. Beautifully illustrated, with articles you will enjoy, relating to all features of the garden, home grounds and interior home decorations. Published monthly. Subscription price, \$1.00 for 2 years.

Send your subscription to us and we will send you one bulb each of Lucette and Opalescent.

"THE GLADIOLUS BOOK"

BY McLEAN, FISCHER AND CLARKE

A practical and comprehensive review of the entire Gladiolus family in all its numerous ramifications. It tells about the races and types of the different breeders, what they have worked with and how the different species have come to influence the different strains. The cultural treatment is of the most practical kind. In fact, the volume is just what it says—"The Book of the Gladiolus"—illustrated with 24 pages of half-tone and black and white, and four pages of color plates, showing the history and evolution of the Gladiolus. This is the book all Gladiolus lovers have been waiting for.

Regular price is \$5.00. No discounts.

If you order this book through us we will send you, free, three bulbs each of Lucette, Vanity and Opalescent.

VIGORO

VIGORO is an extra strong, concentrated fertilizer product.

DO NOT USE TOO MUCH, as you will surely burn your plants. Follow directions explicitly.

Neat 5 lb. package, 75c, postpaid anywhere east of Illinois and north of Tennessee and South Carolina.

25 lb. bag, \$1.75; 50 lb. bag, \$3.00; 100 lb. bag, \$5.00, by express collect.

Five pounds will cover 100 to 200 square feet. Mix it thoroughly with the soil, or use as a top dressing.

CAUTION—Do not let it come in direct contact with bulbs, roots, stems or foliage.

A Little Chat With the Beginner

Probably you know something of the beauty of the Gladiolus, and I am giving this little chat for the benefit of those who are just breaking into the game and whose practical knowledge is more or less meager.

WHAT DOES A GLADIOLUS LOOK LIKE?

This is answered by just telling you to look at the pictures in this catalog.

DOES IT GROW FROM A SEED?

Sure thing, but you never buy seeds. Very few try to grow them from seeds because they do not come true to color. You buy bulbs, that will give you flowers the first summer.

WHEN DO YOU BUY THEM?

You may place your order at any time and the bulbs are sent to you early in the spring. You plant them any time in the spring after the weather is settled. Watch your trees and when they start to put out new leaves it is time to plant your Glads.

WHERE DO YOU PLANT THEM?

I once delivered a package of bulbs to a little lady who was in the habit of planting her potatoes, beans and such according to the old time almanac. Her remark was, "Shall I plant them in the moon?" For a minute I did not grasp her meaning, but when I "came up for air" replied, "No, just plant them in the earth." To answer the question seriously, I will tell you to plant them in the garden. By this I mean don't dig out a little square or long narrow space in the lawn and just stick them in. Don't plant them along the side of a building. They want light, air and sunshine from all directions to do their best. If you want them to do their worst just plant them near a maple or elm tree. Perhaps a little shade from the tree would not hurt them, but beware of the tree roots. Those tree roots are taking all the plant food from the soil twice as far as the spread of the branches. Your Glads would simply starve.

HOW DO YOU PLANT THEM?

First of all, plant them right side up. If you cannot tell which is the top, remove the husk from one bulb. It does not hurt them to remove the husk, but don't let anyone tell you they will do better with the husk off. It is only a waste of time to do it. Now with the husk off see those circular rings on the bulbs. Just above each ring is an eye. The eye is where the top growth starts and the bulbs must be planted with the eyes up.

You may plant them in rows or in solid masses. The easy way is to make a trench about five inches deep and place the bulbs on the bottom of the trench four inches apart. Then fill the trench level full with good soil. Put your rows far enough apart to allow for cultivation. If you want to walk between the rows have them three feet apart.

DO THEY NEED RICH SOIL?

Yes and no. Good fertile soil will produce the finest blooms. If it is too rich with fresh manure it will burn them. Apply the manure the previous fall or use only a light top dressing after planting. Use bone meal or sheep manure any time. Don't spade up a piece of old lawn or grass for your Glads. The top layer with the grass sod is filled with grubs, cut worms and wire worms. They are liable to attack your bulbs and plants. Better carry the sod away to a compost heap and put in new soil to replace it.

Ask your druggist for a small piece of blue litmus paper. Bury this in your bed, then go and look at it in half an hour. If it shows signs of turning red sprinkle some lime on the surface and work it in before planting.

WHAT GOOD ARE WEEDS?

Weeds are a blessing to your garden, if you don't let them grow. If it were not for the weeds we would not cultivate our gardens enough. They just make us do it! Your plants have to grow by taking up water from the soil with the plant foods in solution. If you don't cultivate, a crust forms on the surface. The crust evaporates moisture from the soil faster than a loose surface would and then your plants go hungry and thirsty. The roots of those plants also have to be supplied with air, which can not reach them through the hard crust.

DO THEY NEED DRAINAGE?

Put a sponge in a pail of water and watch the air bubbles rise to the surface. When the bubbles stop you know the sponge is full of water and all the air is gone out of it. Then take the sponge out and let it drain. After awhile your sponge is still wet but all the openings are filled with air again. Now remember that plant roots need air, and try to figure out how they are going to get it if water stands around your plants. You have the same condition as the sponge in the pail of water. If there is not natural drainage to your soil you should provide it.

SHOULD THEY BE WATERED?

Bet your life they should. But listen, the good Lord can do it better than you can. Save your watering until you know they need it badly, then do a good job. When you have finished dig in to see if it has wet down six inches. If not, keep at it until it has. Don't sprinkle a little every evening. Better not water at all than do that. A little sprinkle only induces the roots to push up toward the surface and next day the hot sun kills them. Water deep, induce the roots to grow down, stir the surface next day to dry the top and let air in. Then let alone for a week or so.

MAY I CUT THEM FOR HOUSE DECORATION?

"Sure as shootin'" you may! Your plants will grow from 6 to 9 leaves before the buds and blooms appear. When the first one or two blooms are open on a stalk cut the stem out between the fifth and sixth leaves counting from the bottom. Cut the flower stem as long as possible, but for the "loveo-mike" leave at least four good uninjured leaves on the plant. These are the bulb factory to make your new bulb. Put the cut spikes in water. A vase 8 to 10 inches deep nearly full of water. Give fresh water every day and cut one-half inch off the bottom of the stem and remove the wilted flowers. Oh! Lady, Lady, don't use the scissors for cutting. Get a sharp knife. There is a reason, but I haven't room to tell it here. When the very top flowers bloom, cut the stems off short and put in a low bowl. This will be about 10 days after you first cut them in the garden.

DO I LEAVE THE BULBS IN THE GROUND OVER WINTER?

For goodness sakes, no! At least not unless you want to buy new ones next year. If you buy all the bulbs you have room for this year, you will not need to buy more for several years. So don't let them freeze in the ground. Watch those trees again and when the leaves drop off it is time to dig your bulbs. Cut the tops off close to the bulbs as soon as you dig them. Put where they will dry for 2 or 3 weeks. Then see how easy the old bulb you planted and the roots will come off the new bulbs. Throw the old bulbs away, as they are worthless. Put the

new bulbs where they will not freeze but not too hot and dry. If you have a frost-proof fruit and potato cellar that is the best place. Look the bulbs over about Groundhog day, and if mouldy or roots starting, they are too damp. Give them ventilation. If the top sprouts are starting they are too warm. Put in a cooler place. Then look at them again early in March. You will have the new catalog by this time and if space permits I know you will want to order some more of "Bill's Bulbs."

Here's hoping your 1929 garden will be the best ever.

GLADIOLUS BILL.

Do Glads Revert? Emphatically NO!

What do we mean by revert? It is this: that a bulb for instance which produces a yellow flower this year will produce a red one or some other color than yellow next year.

Look at it this way, I grow Lucette, Opalescent, Priority, Theda and many others side by side every year and each year they bloom true to name. If I do find a Lucette in the row with Opalescent it means that some one put a bulb of Lucette in the Opalescent box during the cleaning and handling process.

Those who insist that they do not revert are people who plant their bulbs in a mixture, instead of keeping each variety separate. How many times I have heard the remark, "I had a variety of colors a few years ago, and now they are nearly all a small red one." When they are planted as a mixed lot it is sometimes difficult to discover the reason some varieties are missing, but here are a few good reasons.

FIRST—Some varieties have stronger constitutions than others, and the weaker ones die and disappear if growing conditions are not the best.

SECOND—Some varieties make two or three new bulbs for each one planted, while others never make more than one new bulb. Suppose you plant together one red bulb which produces three new ones and one lavender bulb which produces only one new one. At the end of the first year you have three red and one lavender. Plant again and at the end of the second year you have nine red and one lavender. Plant the third year and you get twenty-seven red and still one lavender. Now, Mrs. Jones wants some bulbs, so you go to the basket and give her six. You can not tell the bulbs apart and not knowing it you give her the lavender bulb. Extend this to include several colors in your mixture and you can see what may have happened.

THIRD—Some varieties make larger bulbs than others. When you dug your bulbs you found you had too many for next year. You kept the largest and gave away or destroyed the smaller ones, and away went several of your colors.

Go at it from this angle. Bill says, "they do not revert," so I will buy new bulbs and plant each color in a group, labeled, and then I'll find out whether he knows. But—be sure you don't mix the colors together while they are in winter storage.

Weather and soil conditions sometimes cause slight variation in intensity of colors but do not effect a permanent change in the bulbs.

Believe me or not, by gum, they do not revert.

"GLAD BILL."

CORMELS (Bulblets) *Is it wise to buy them?*

All will not agree with me, but I never buy them. Why not? Because it is about the hardest thing in the world for the fellow who sells them to be absolutely sure they are all true to name. It will be two or three years before they bloom for you. In the meantime you have saved all stock and have a nice start on all sizes and a new batch of cormels. Then the large bulbs bloom and you find some others mixed in that do not belong there. That means all your smaller bulbs and new cormels are also mixed, perhaps even more. If for instance you have two cormels of Lucette mixed with 100 cormels of Purple Glory, plant them, save all cormels for two years and plant each year, I'll bet "Dollars to Doughnuts" you will have more Lucette than Purple Glory in that mixture at the end of the third year. Why? Because Lucette is prolific with cormels and Purple Glory is not.

I seldom buy less than No. 4 size, $\frac{3}{4}$ inch in diameter. These should all bloom the first year and if any do not bloom, pull and throw them away. You will then, at least, start with a new crop of your own cormels that are all true.

Of course on very high priced new introductions it is sometimes wise to buy a few cormels, but be careful who you buy them from, and don't ask him to guarantee them true to name. You should take the gamble.

We are not including a price list of cormels, but if you want to gamble on them we will quote you on those you wish, except where the catalog states cormels will not be sold.

"GLAD BILL."

Four Prize Cups Won By

BILL'S ORIGINATIONS

Winning one cup may
have been an

Accident



Loving Cup donated
by Club of Little
Gardens. Won for
finest display, Roch-
ester, N. Y.,

1923

Winning the second cup
could have been a

Coincidence



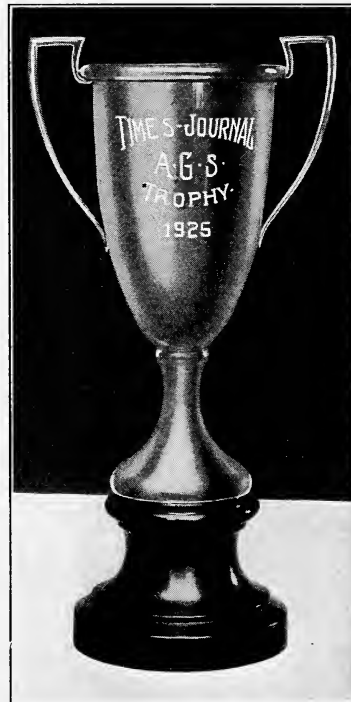
President's Cup,
won for the finest
display, at New
York City,

1924

Which again demonstrates
the excellence of his
Famous Gladiolus

On winning the third cup, it
becomes a

Habit



Times-Journal Loving Cup.
Won for most artistic general
display, Rochester, N.Y.,

1925

Winning four years
in succession a

Record



Silver Cup. Won
for most artistic
general display, at
Rochester, N. Y.,

1926

There's a Reason!

Thirty Acres of Gladiolus

You're Invited to Enjoy the Wonderful Sight

Good Roads Lead to Our Farms on U. S. Route 20

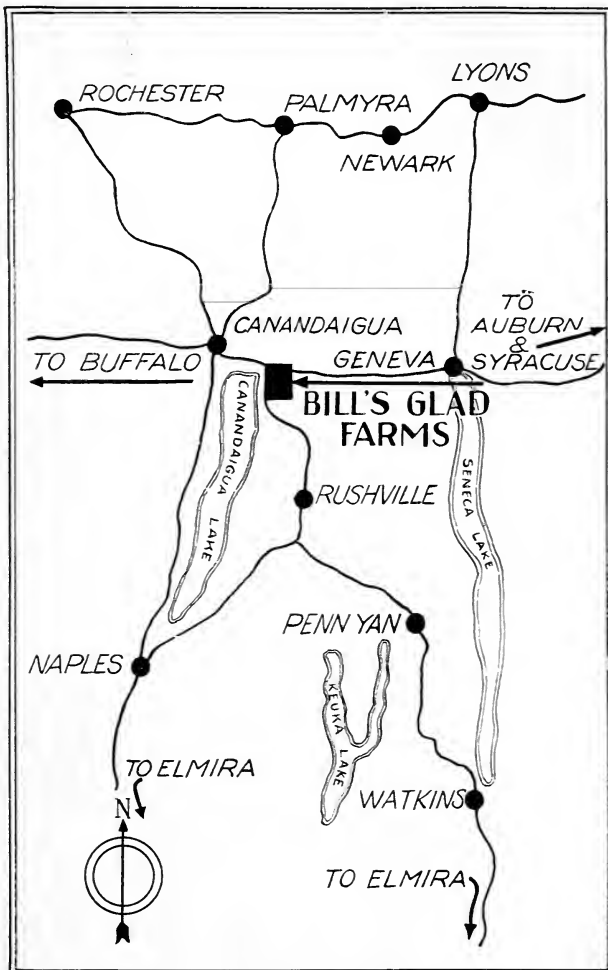
CANANDAIGUA is known as the western gateway to the wonderful scenic Finger Lakes district. Coming from the west the first beauty spot is Canandaigua Lake, and in the distance, "Genundewah," the mountain known as the home of the Seneca Indians.

Only a mile east of the lake view you run into the Thirty Acre eye opener of Bill's Blooming Beauties. That feathered human tribe must have marched plum across our farm every time they smeared the war paint. Hardly a day passes in summer time that some worker does not find an arrow head. Now! Don't Drive By! The old latch string is right down by the roadside in the hands of two mighty nice young ladies. You will be glad to talk to them and let them tell you about the varieties on display. If you want me, I'll "come a runnin'."

Of course you stopped at Niagara Falls as you came from the West, but, friends, although Niagara is big, you want to see Watkins Glen for scenery. (Watkins on southeast corner of map on this page.) From Watkins, next point is Ithaca, the home of Cornell University. We are hoping the American Gladiolus Society will accept the invitation to hold the 1929 show there. What an opportunity it would be to enjoy the hilltop breeze and mammoth Glad Show together, instead of going to a large city to swelter.

Near Ithaca are two State Park Reservations, and Taughannock Falls, the highest waterfall east of the Rocky Mountains. From Ithaca to Cortland and Syracuse takes you through a prosperous agricultural section to the main New York to Buffalo highway.

Plan your summer vacation to include Bill's Glad Farms, and if by chance you are traveling west instead of east, turn this upside down and read backwards, and you will find us "Alle samme."



2 MILES FROM CANANDAIGUA
14 MILES FROM GENEVA

Yours,

GLAD BILL.

"VISITORS WELCOME"

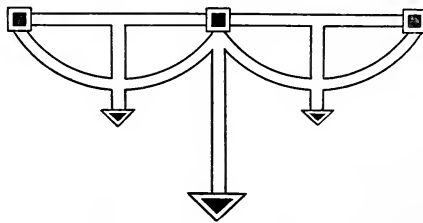


Bill's Bulb Protection in a Modern Frost-Proof Concrete Store House

The above illustration will give you some conception of our storage facilities and working force. Much of the vitality in *Gladiolus* bulbs is sometimes lost through improper curing and storing.

The upper portion of this building is especially designed for thoroughly curing the bulb crop when harvested, through the proper application of heat and correct ventilation.

The basement is built of solid concrete, frost proof, and is maintained at proper humidity to keep the bulbs in plump and vigorous growing condition.



BILL'S GLAD FARMS *Inc.*

Canandaigua, N. Y.

INDEX AND PRICE LIST

ALL BULBS LISTED BELOW INCLUDE TRANSPORTATION PREPAID.

This forms an index to all varieties listed in the catalog. You may order six at half the dozen price.

NOT LESS THAN 50 LARGE SIZE BULBS AT THE 100 RATE.

You may order 25 bulbs at one-fourth the 100 price on medium and small sizes only. We do not sell quantities or sizes where the prices are left blank.

SPECIAL DISCOUNTS ON ORDERS FOR \$5.00 OR MORE.

THESE DISCOUNTS DO NOT apply on "Bill's Best Bargain."

THESE DISCOUNTS DO NOT apply on Combination Offers.

THESE DISCOUNTS DO NOT apply on 100 rates.

The discounts at each and dozen rates as follows:

For \$ 5.00 cash you may order	\$ 5.50 worth of bulbs
For 10.00 cash you may order	11.00 worth of bulbs
For 15.00 cash you may order	17.00 worth of bulbs
For 25.00 cash you may order	29.00 worth of Bulbs
For 50.00 cash you may order	60.00 worth of bulbs
For 75.00 cash you may order	90.00 worth of bulbs
For 100.00 cash you may order	125.00 worth of bulbs

Page	VARIETY	Each	Large Size, 1½ to 2 In.		Medium Size, ¾ to 1 In.	Small Size, Less Than ¾ In.
			Six at Doz. Rate	Not Less Than 50 at 100 Rate	25 or More at 100 Rate	25 or More at 100 Rate
19	Albion	\$.05	\$.50	\$ 3.00	\$ 2.00	\$ 1.00
19	Alice Tiplady05	.50	3.50	2.50	1.50
11	Allen V. Bunce50	5.00	30.00
11	Alma Mater50	5.00	30.00
19	Altair10	1.00
19	America05	.50	3.00	2.00	1.00
19	Anamosa05	.50	3.00	2.00	1.00
19	Angola05	.50	3.00	2.00	1.00
20	Anna Eberius10	1.00	6.00
28	Arabia25	2.50
11	Araby50	5.00	30.00
23	Arbitration15	1.50	9.00
19	Ariel05	.50	3.00	2.00
11	Aristocrat75	6.00	30.00	18.00
12	Autumn Tints50	5.00
28	Baron Hulot10	1.00	6.00	4.00	2.50
23	Beatrice15	1.50	6.00	4.00
12	Betty Bunce25	2.50	15.00	9.00	5.00
11	Betty Joy50	4.50	25.00	15.00	10.00
12	Bouncing Bet75	7.50
12	Break O' Day25	2.00	10.00	6.00	3.00
12	Broadelbin40	4.00	22.00	12.00	7.00
19	Buddy10	1.00	6.00	4.00	2.00
28	Byron L. Smith15	1.50	9.00	5.00	3.00
12	Canandaigua Red50	4.00	24.00	14.00	8.00
28	Capt. Boynton25	2.50
23	Capt. Jinks15	1.50	9.00	5.00	3.00
19	Carmine Kid05	.50	3.50	2.50
6	Chas. Curtis	10.00
19	Chicadee10	1.00	6.00	4.00	2.00
12	Chieftain25	2.50	15.00	8.00	5.00
6	Chinoline	2.00	20.00
8	Cleopatra	1.00	10.00	75.00
19	Colleen05	.50	3.50	2.50
23	Copperhead10	1.00	6.00
6	Coralee50	5.00
19	Cream Airy Fairy05	.50	3.00	2.00
8	Creator	2.00	20.00
20	Crimson Glow10	1.00	6.00	4.00
28	Crinkles25	2.50
8	Crown of Gold	1.00	10.00
19	Dante10	1.00	6.00	4.00
12	Dardenella40	4.00	24.00
13	Debutante50	5.00
19	Dewdrop05	.50	3.00	2.00
13	DuGanne Delight25	2.50
22	Early Lassie15	1.50	9.00	5.00	3.00
19	Early One05	.50	3.00	2.00
8	Easter Lily	2.00	20.00
28	E. J. Shaylor10	1.00	6.00
23	Elaine20	2.00	12.00	7.00	4.00
19	Elfin05	.50	3.00	2.00
28	Elizabeth Tabor20	2.00
22	Etendard15	1.50	9.00	5.00
19	Evelyn Kirtland10	1.00	6.00	4.00	2.00

Page	VARIETY	Each	Large Size, 1 1/4 to 2 In.		Medium Size, 3/4 to 1 In.		Small Size, Less Than 3/4 In.
			Six at Doz. Rate Doz.	Not Less Than 50 at 100 Rate Per 100	25 or More at 100 Rate Per 100	Per 100	25 or More at 100 Rate Per 100
25	Pastidious20	2.00	12.00	7.00	4.00	
6	First Lady	10.00					
8	Fleetwood	1.00	10.00	75.00			
19	Floral Tribute10	1.00	6.00	4.00		
24	Florentina15	1.50	9.00	5.00	3.00	
24	Floresence10	1.00		4.00		
14	Floretta30	3.00	18.00			
8	Fort Sumter	3.00	30.00		150.00	100.00	
25	Freckles05	.50	3.00	2.00		
8	Geneva Gem	1.00	10.00	75.00	50.00		
6	Gibraltar50	5.00	35.00			
6	Glacier25	2.50	18.00			
14	Gladdie Boy50	4.00	20.00	12.00	7.00	
6	Gladdie Girl	50.00					
7	Glamour	1.00	10.00				
24	Gloria05	.50	3.00	2.00		
19	Gold Drop10	1.00	6.00	4.00		
13	Golden Maid50	5.00				
28	Golden Measure15	1.50	9.00			
24	Goldina15	1.50	9.00	6.00		
13	Grandiflora40	4.00				
24	Gregor Mendel15	1.50	9.00	6.00		
24	Gypsy Butterfly20	2.00	12.00	7.00	4.00	
13	Halcyon25	2.50	15.00	8.00	5.00	
19	Halley05	.50	3.00	2.00	1.00	
15	Harvest Moon50	5.00	30.00	18.00	10.00	
19	Herada10	1.00	6.00	4.00	2.00	
25	Hilda15	1.50				
14	Hopewell White50	5.00	30.00			
22	Humdinger20	2.00	12.00	7.00		
8	Idyll	1.00	10.00				
22	Jasper15	1.50	9.00	6.00	4.00	
28	Jewell10	1.00	6.00			
7	Kaleidoscope	1.00	10.00				
7	Katinka50	5.00	35.00			
14	King Midas30	3.00	18.00	10.00	6.00	
15	Lancelot25	2.50	14.00	9.00	5.00	
7	LaPetite50	5.00				
15	LaRose75	7.50				
19	LeMarechal Foch05	.50	3.00	2.00	1.00	
28	Los Angeles15	1.50	9.00			
19	Lovera05	.50	3.00	2.00		
26	Lucette10	1.00	6.00	4.00	2.00	
15	Lucifer50	5.00				
28	Mary Pickford10	1.00	6.00	4.00	2.00	
15	Matador30	3.00	18.00	10.00		
22	Maud Muller20	2.00	12.00	8.00	6.00	
16	Mauve Belle30	3.00	18.00	10.00	6.00	
19	Milady10	1.00	6.00	4.00	2.00	
28	Ming Toy10	1.00	6.00			
19	Mona Liza10	1.00	6.00	4.00		
19	Monona05	.50	3.00	2.00		
16	Mt. Marcy25	2.50	15.00	8.00		
20	Mrs. Dr. Norton10	1.00	6.00	4.00	2.50	
20	Mrs. F. King10	1.00	5.00	3.00	2.00	
28	Mrs. Frank Pendleton10	1.00	5.00	3.00		
7	Mrs. Herbert Hoover	20.00					
28	Muriel15	1.50	9.00			
22	Nacoomee20	2.00	12.00	7.00	4.00	
19	1910 Rose05	.50	3.50	2.50	1.50	
16	1925 Rose25	2.50	15.00	8.00		
16	Nobilis50	5.00				
25	Nokomis20	2.00	12.00			
16	Norwalk25	2.50	15.00	9.00	6.00	
9	Oh! Boy	3.00	30.00		150.00	100.00	
22	Olympiad20	2.00	12.00	7.00	4.00	
26	Opalescent15	1.50	8.00	5.00	3.00	
19	Oriflame10	1.00	6.00	4.00		
19	Panama05	.50	3.00	2.00		
19	Parader10	1.00	6.00	4.00		
27	Patricia20	2.00	12.00	7.00	4.00	
19	Pelican10	1.00	6.00	4.00		
16	Piccadilly25	2.50	15.00	8.00	5.00	
22	Pinehurst15	1.50	9.00	6.00	4.00	
7	Pink Premier	5.00	50.00				
16	Pink Pride40	4.00	24.00			
25	Pirate Gold15	1.50	9.00	6.00		
17	Popularity25	2.50	15.00	9.00		
19	Pride of Lancaster10	1.00	6.00	4.00	2.00	
28	Primulinus Specie10	1.00	6.00			
19	Primunella05	.50	3.00	2.00		
22	Priority15	1.50	9.00	5.00	3.00	
20	Quaker Maid20	2.00	12.00	7.00	4.00	
16	Red Jacket25	2.50				
25	Revue20	2.00	12.00	7.50		
26	Richmond15	1.50	9.00			
22	Robinhood15	1.50	9.00	6.00	4.00	
26	Robusto20	2.00	12.00			
19	Romance10	1.00				
27	Romantic15	1.50	9.00			
19	Rosalia05	.50	3.00	2.00		

Page	VARIETY	Each	Large Size, 1 1/4 to 2 In.		Medium Size, 3/4 to 1 In.	Small Size, Less Than 3/4 In.
			Six at Doz. Rate	Not Less Than 50 at 100 Rate	25 or More at 100 Rate	25 or More at 100 Rate
			Doz.	Per 100	Per 100	Per 100
28	Rosalind30	3.00
28	Rose Ash15	1.50	9.00	6.00
28	Rosemary30	3.00	18.00
16	Rose of Sharon50	5.00
16	Rotary Pink50	5.00	25.00	15.00	10.00
19	Rubella10	1.00	6.00	4.00	2.00
17	Rustler75	7.50
27	Salome15	1.50
17	Serrata50	5.00	30.00	18.00	12.00
19	Sibyl10	1.00	6.00	4.00
27	Silvertone15	1.50	9.00	5.00
7	Snow Dream50	5.00	35.00
22	Sonata15	1.50	9.00	6.00
7	Sonny Boy	1.50	15.00
17	Spectrum40	4.00
9	Spider	10.00
28	Splendorra20	2.00
22	Starlight20	2.00	12.00	7.00
9	Summer Dream	1.00	10.00	75.00
9	Sunburst	1.00	10.00
7	Superior	1.00	10.00	70.00
22	Swiss Maiden15	1.50	9.00	6.00
27	Sylvan Queen20	2.00	12.00	7.00
17	Taj Mahal25	2.50	10.00	6.00
19	Tangerine05	.50	3.00	2.00
27	Theda10	1.00	6.00	4.00	2.50
18	Tommy Atkins50	5.00	34.00
18	Triumpho40	4.00	24.00
19	Trojana10	1.00	6.00	4.00
27	Trooper20	2.00
22	Vanity10	1.00	6.00	4.00
18	Victor50	5.00	30.00
27	Von Sion10	1.00	6.00	4.00
18	Warrior25	2.50	15.00	8.00	5.00
10	White Orchid	4.00	40.00
9	White Premier	1.00	10.00
28	White Wonder10	1.00	6.00
19	Zealot10	1.00	6.00	4.00

READ THIS BEFORE ORDERING

All prices include transportation prepaid.

Safe delivery guaranteed.

All bulbs guaranteed true to name.

Write your NAME and ADDRESS PLAINLY.

ORDER EARLY and get the FREE BULBS as below.

Shipments go forward in early spring.

Remittance should accompany all orders.

Use enclosed order sheet.

IF YOUR ORDER REACHES US BEFORE THE DATE STAMPED ON ENCLOSED ORDER SHEET WE WILL SEND YOU

FREE BULBS

One Extra Bulb of LUCETTE with every \$1.00 worth.

Or One Extra Bulb of OPALESCENT with every \$2.00 worth.

The date on the order sheet allows sufficient time if you act promptly. This is an extra reason for you to

DO IT NOW

Combination Offer No. 9

100 BULBS—5 EACH OF THOSE BELOW
TOTAL CATALOG VALUE, \$8.25

The Best \$5.00 Worth

Alice Tiplady
America
Buddy
Chicadee

Colleen
Dewdrop
Early Lassie
Early One

Gloria
Halley
Lucette
1910 Rose

Mary Pickford
Milady
Opalescent
Oriflame

Pelican
Primunella
Theda
Trojana

ALL CORRECTLY LABELED, FOR \$5.00

Space has been provided on back of order sheet for you to supply the names and addresses of your friends. By doing this you will please them and please us. Why not?

Cultural Directions

UNPACK the Gladiolus bulbs as soon as received and keep in a cool cellar until ready to plant. Any good garden soil will answer, but do not use any fresh manure in the spring. If fertilizer is required apply barnyard manure the previous fall or use bone meal in spring.

WHEN TO PLANT

In Central New York the best time to plant is from May 1st to 15th, when the weather has become settled. If you are farther south, plant earlier. A good plan is to plant when maple trees begin to open their leaves. For later flowers you may plant at various periods up to the 4th of July.

HOW TO PLANT

The general method is to plant in rows anywhere from 1½ feet to 4 feet apart, depending on the method of cultivation to be employed. Dig a trench 5 inches deep and 2 inches wide at the bottom. Place the bulbs on the bottom of the trench, 3 inches to 5 inches apart, and then fill the trench level full with soil. Deep planting and close planting both help the plants to stand erect at blooming time. We never have to tie them to stakes in our fields.

WHERE TO PLANT

They will bloom if planted most anywhere. They will not be at their best if roots from large trees penetrate the ground where they are located. Remember that the roots of trees reach out further than the branches. Neither will they be very happy planted against the house or porch. Out in the garden or in special beds is the place where they will flaunt their beauty to perfection. Plenty of air and sunshine makes them strong and sturdy.

WATER

If you wish you may water them in dry seasons, but water thoroughly. Dig into the soil after you think they are soaked and if the soil is not wet 5 inches give them still more water. Don't sprinkle a little every evening, but give them a thorough soaking and let them alone for a week.

CULTIVATION

Do it after every rain or watering. Keep the surface loose and don't let the weeds live on the moisture which belongs to the Glads.

DIGGING AND STORING

As the maples begin to lose their leaves, lift the bulbs, cut the tops off close to the bulb and expose to sunshine for two or three days. Then store in a cool, dry cellar, 40° is best. In about three weeks you can remove the old

bulb and roots with ease. Look your stock over and order bulbs from "Gladiolus Bill" for next season. Also send him a Christmas bulb order for that friend who admired your flowers.

BLOOMING TIME

Go out in the garden early each morning and see the new ones with the dew on them. The fresh flowers always open early in the morning. The buds never open after noon. If you want them for house decoration cut them in the forenoon when two or more flowers have opened. Put in vases or baskets with fresh cool water. Give fresh water every morning, remove wilted flowers and cut about ½ inch off the stem. Given this care, every bud on the stalk will open in the house. They often last a week or more after they are cut. We hope you will mark the names of varieties when you plant them so that you can call them by name when you see them. Give them a personality and you will enjoy them twice as much. Before you forget it, select those you like best and send in a new order at once for more of those varieties.

OUR GLAD PATCH

*When Bill's Glads are blooming,
And their beauty greets your eyes;
One has no time to bother
With the beauty of the skies.*

*Here a Fastidious Swiss Maiden
And a Richmond Trooper stand
Near King Midas with his Crown of Gold;
Here a Robinhood so grand.*

*Chieftain is proudly standing
By the side of Betty Joy;
While blushing, graceful Beatrice
Is nodding at our Gladdie Boy.*

*Here a timid Quaker Maid
Stands at Break O' Day,
With Captain Jinks, the Warrior,
Oh! Boy, what a display!*

*As we glance the whole patch over,
Not a bud will miss our gaze;
For Bill's Glads will surely bloom
From July till autumn's haze.*

—Henry D. Ink.

BETTER IRIS

Our prices cover good, strong, healthy divisions. Plant in sunny, well drained location, with the heavy rootstock (or rhizome) barely covered with soil, and fibrous roots extending down. We supply only fresh plants, dug as soon as frost leaves the ground.

*For Best Results Order Before
April 15th*

GERMANICA—First to bloom of the German Iris group. Deep violet blue, the old standby. You can afford to plant this one in quantity. Each, 20c; 3 for 50c; doz., \$1.50; 100, \$10.00.

MAD. CHARMET—Extremely vigorous growth and prolific bloomer. Standards creamy buff, falls rich maroon. Wonderful for mass landscape effects. Each, 25c; 3 for 60c; doz., \$2.00; 100, \$13.00.

RHEIN NIXE—Standards white. Falls purple-violet, bordered white. Each, 35c; 3 for 80c; doz., \$3.00; 100, \$20.00.

FLAVESCENS—The old standard light yellow. Each, 20c; 3 for 50c; doz., \$1.50; 100, \$10.00.

The BIG 4 Iris above will give you a complete range of colors at very low prices.

One each of BIG 4, for.....	\$.80
Three set of BIG 4 (12 plants)....	2.00
Dozen each of BIG 4 (48 plants)...	6.50
100 each of BIG 4 (400 plants)	40.00

FIVE TOP-NOTCH IRIS

PALLIDA DALMATICA—This has been in commerce over a century and is still rated among the best. Extra tall, sweet scented, with large, spreading flowers of clear lavender blue. Each, 25c; 3 for 50c; doz., \$2.00; 100, \$13.00.

MOTHER OF PEARL—Pale bluish-lavender, with a faint creamy undertone. Large flowers of perfect form. The best Iris of its color. Each, 50c; 3 for \$1.25; doz., \$4.00.

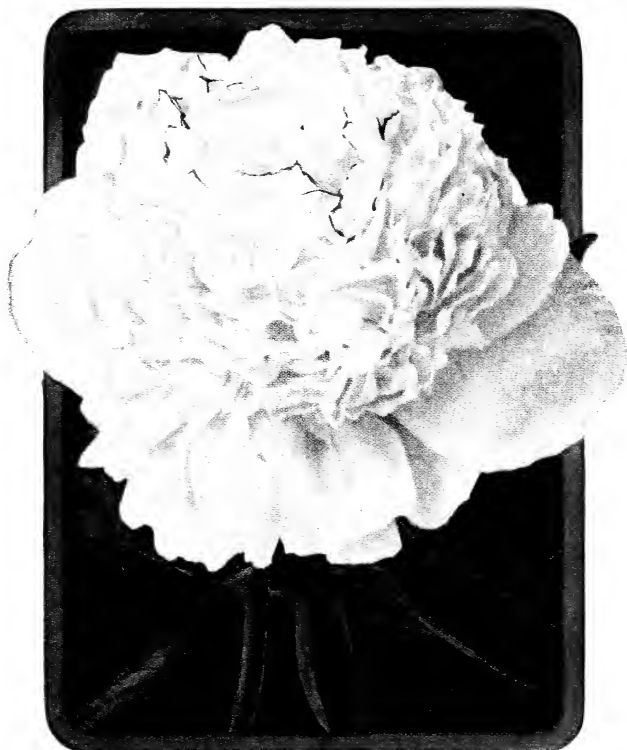
LENT A. WILLIAMSON—The best Iris produced in America. Standards soft lavender-violet, with falls of velvety royal purple. Each, 50c; 3 for \$1.25; doz., \$4.00.

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IRIS AND PEONIES
Before April 15th



FESTIVA MAXIMA

PEONIES

The spring planting season for Peonies is short. We dig them fresh, as soon as frost leaves the ground, and ship to you at once, strong 3 to 5 eye divisions.

Plant in sunny, well drained location. Set the crowns about 2 inches below the surface. The second year these will give many nice blooms and develop into large clumps in 3 or 4 years.

WHITE

FESTIVA MAXIMA—An old one, but still one of the best in white Peonies. Center slightly flecked crimson. Very robust grower. Each, 75c; 3 for \$1.75.

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EDULIS SUPERBA—Bright clear pink, very early and as fragrant as a Rose. Each, 75c; 3 for \$1.75.

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FELIX CROUSSE—Large, round, bright ruby red. Mid-season and a fine keeper. Each, \$1.00; 3 for \$2.50.

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If You are Interested in Other Varieties Ask for List.

BIG 3—as illustrated (1 each of 3) \$2.00

BIG 3—three sets (9 Peonies) 5.00

The popular seven, listed above 5.00

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FELIX CROUSSE



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